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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. FEBRUARY, 1915. NUMBER 2.

LIBRARY

THE MONTH'S HISTORY.

What to Do Under the Harrison Law..... 49
Not a Prohibitory Law..... 49
On the Basis of the Retail Price..... 50
Soaps and the Stamp Tax..... 50
Mouth-washes and Hair Preparations..... 50
Dr. Goldwater Retreats..... 50
Formulas to be Disclosed..... 51
Time for A. Ph. A. Meeting Set..... 51
Growing Goldenseal..... 51
A Socialistic Tendency..... 51
Unfortunate Belgian Druggists..... 52
The Stevens Bill..... 52
Mr. Hynson Bereaved..... 52
Ergot in Foods..... 52
Minor Mention..... 52

EDITORIAL.

Wisconsin's Drug Farm: An Interesting Development..... 53
Dissecting Last Year's Record..... 53
"Cramp-bark or Maple?"..... 54
Our Series of Prize Offers..... 54
A Topic Full of "Human Interest"..... 54

PROFITS AND EARNINGS.

A Good Collector..... 55
An Eleven-hundred Dollar Loss..... 55
From Scotland..... 55
Losing Money!..... 55

THE HALL OF FAME.

Both Physician and Pharmacist..... 56
Frank Richardson..... 56
An Ohio Assemblyman..... 56
An N. A. R. D. Vice-president..... 57
On One Corner for Fifty Years..... 57

ILLUSTRATED SECTION.

Half-a-Dozen, Assorted..... 58
More of the Same..... 59
Four Druggists in Public Life..... 60

MONTHLY PRIZE QUESTIONS AND ANSWERS.

What Are the Best Methods of Introducing a Preparation of One's Own Make?
Securing Publicity for a Cough Remedy. By M. C. Thompson..... 61
Putting Over a Shaving Preparation. By Lester E. Lenrow..... 62
Making Toilet Cream a Best Seller. By Alex. F. Peterson..... 62
Personal Push Sells Hair Tonic. By Daisy A. Frick..... 63
Questions for the Next Contest..... 63

CONTRIBUTED ARTICLES.

A Druggist and Twice a Governor. By Niels Mikkelsen..... 64
If I Married Again, Would I Marry a Druggist?
The Question Left Unanswered. By Mrs. Henry Bass..... 65
It Might Be Worse. By Mrs. John M. Milford..... 66
Druggists Make Devoted Husbands. By P. E. F..... 67
All Women Want Druggists! By Mrs. Mary E. Jones..... 68
I Am Content. By Mrs. J. M. Ciechanowsky..... 68
What the Drug Business has Come From..... 69
The Druggist and the Harrison Antinarcotic Law..... 72
My Best Paying Side-line—Popular-priced Pipes. By Roy J. Frisbay..... 75
Attracting Children to the Store:
Handle Goods that Appeal to Children. By Daisy A. Frick..... 76
Candy and Courtesy Bring Them. By Harold D. Guenther..... 77
Greet Them with a Smile! By Wilmer H. Schulze..... 77
Delivering Heavy Packages by Motorcycle (Illustrated). By Albert Marple..... 78
A Leading Kentucky Druggist (Illustrated). By J. W. Gayle..... 79
A Discussion on Prescription Pricing. Comments by Bulletin Readers..... 80

SELECTIONS.

Trade Pirates and Other Things..... 82
Big Army Orders..... 82
The Growing Use of Liquid Petrolatum... 83
As Many Rats as Human Beings..... 84
The Roundabout Route of the Hookworm..... 85
Stimulating Borax..... 85
Slow-moving Goods Unprofitable..... 86

LETTERS.

Determining the Profit or Loss of a Given Department..... 86
Why Druggists Don't Use the Metric System..... 87
When Quantity Buying Pays..... 87
One Way to Read a Prescription..... 88
A Filtering Aid..... 88
English as She is Wrote..... 88

PRACTICAL PHARMACY.

Successful Employment of Hall's Antidote for Mercuric Chloride Poisoning..... 89
Rhubarb in Alkaline Mixture..... 89
Permanent Emulsion of Oil of Turpentine, U. S. P..... 89

BUSINESS HINTS.

Selling Trusses and Elastic Hosiery..... 90
An Out-of-the-Ordinary Announcement..... 90
Selling Cold Tablets and Cough Syrup by Mail..... 90
A Pair of Trade Pullers..... 91
Selling More Profitable Goods..... 91
The Brightest Store on the Street..... 91
It Increases Stationery Sales..... 91

CAPSULES OF SCIENCE.

Chop Suey..... 92
Tin-tin-abulation..... 92
Soil Sterilization..... 92
About Anemia..... 92
What to Eat..... 93
Radium and Cancer..... 93
Food and Digestion..... 93
Hardened and Harmless..... 93
Money In It..... 93
In the Beginning..... 93
A Breath Poison..... 93

QUERIES.

Chilblain Remedies and a Hair Pomade..... 93
Greaseless Face Cream..... 94
Toothache Wax..... 94
A Liquid Metal Polish and a Mosquito Bite Antidote..... 94
Cocaine Solutions Affected by Heat..... 94
Liquid Smoke..... 95
Furniture Polish Without Turpentine..... 95
Egg-yellow Pure Food Color..... 95
Sodium Bicarbonate Incompatibilities..... 95
Aspirin in Alkaline Solution..... 95
Indelible Laundry Ink..... 96
Library Paste..... 96
Perfumes for Toilet Creams..... 96
U. S. P. Requirements for Santonin..... 96
Tincture of Green Soap..... 96

BOOKS.

"Applied and Economic Botany"..... 96

THE SCRAP BOOK..... 17-55

ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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It Increases Stationery Sales 91

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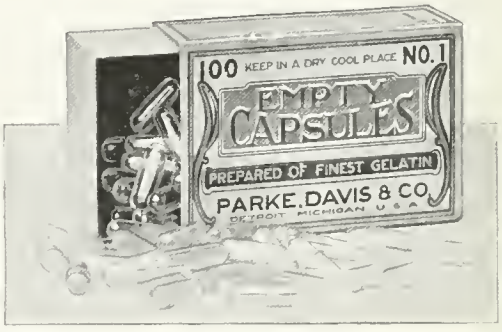
Parke, Davis & Co.'s Empty Capsules are the finest capsules that money and machinery can produce. They are manufactured under ideal conditions, in the largest, best equipped, most modern capsule plant in the world. Thirty years of experience are back of these capsules.



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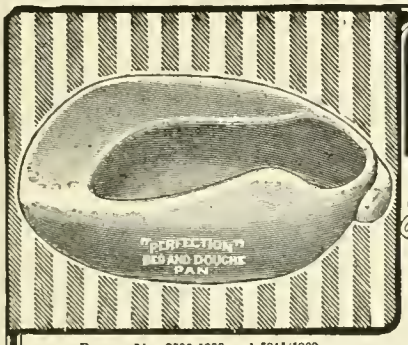

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THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

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It is the MOST COMFORTABLE Bed Pan
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It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

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The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

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It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

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Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

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C. Skinner & Son, Boston.

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for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement of the Modern Drug Store.

A complete supply of all styles and kinds kept in stock.

American Stopper Company,

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INDEX TO ADVERTISERS.

Abbott Alkaloidal Co., The 38
Albany Chemical Co 46
Alkalol Co 54
Allen Red Tame Cherry Co., The 21
American Can Co 20
American Druggists' Fire Ins. Co 22
American Ever Ready Works 4
American News Co., The 27
American Soda Fountain Co 5
American Stopper Co 2
Armstrong Cork Co 44
Ansco Co .... 4th cover

Benderscheid Mfg. Co 41
Benger's Food, Ltd 47
Bristol-Myers Co. 55
Brooks Barley Co 43
Bush, W. J., & Co 48

Carpenter-Morton Co., Insert bet. pp. 8 & 9
Celina Specialty Co., The 46
Colton, Arthur, Co 26
Commonwealth Hotel, Inc 56
Consolidated Fruit Jar Co 42

Daniels, Dr. A. C., Inc 54
Dans, Felix A. C., Duplicator Co 50
Day, J. H., Co., The 56
Denver Chemical Mfg. Co 17
Dodge & Olcott Co 45

Eckman Mfg. Co 44
Elastic Tip Co 43

French Lick Springs Hotel Co 31
Fritzsche Bros 55
Fuller, George R., Co 54

Glover, H. Clay 42
Gould, M. P., Co 13
Grape Capsule Co 54

Hanford, G. C., Mfg. Co 55
Hazard, E. C., & Co 31
Helmet Chewing Gum Co., The 54
Higgins, Chas. M., & Co 49
Hoffmann-LaRoche Chemical Works, The 50
Hohner, M 33
Hostetter Co., The 18

Imperial Glass Co 49
Ingram, Frederick F., Co 37
Interstate School of Correspondence 44

Knittel, Joseph, Show Case Co 54
Kress & Owen Co 49

Lamont, Corliss & Co 48
Liquid Carbonic Co 9
Lock-Stub Check Co., The 55
Love, F. S., Mfg. Co 45

Manning Advertising Service, The 7
Marvel Co., The 24
McCready, R. W., Cork Co 56
McCourt Label Cabinet Co 39
Mead & Co 56
Merck 55
Mothersill Remedy Co 23

National Can Co 25
National Licorice Co 48
Newton Automatic Shading Pen Co., The 55
New York Quinine and Chemical Works 30
Northern Ill. College of Ophthalmology 46
Northwestern University School of Pharmacy 41

Ogden's Pharmacy 54
Oskamp-Nolting Co., The 54

Paddock Cork Co 40
Paddock, J. H., Co., The 56
Parke, Davis & Co., 2nd cover, 12, 53, 3rd cover
Pinex Co., The 47
Practical Druggist Institute 56
Puffer Manufacturing Co 11

Quincy Show Case Works 42

Richmond & Backus Co., The 36
Ripans Chemical Co., The 49
Roessler & Hasslacher Chemical Co., The 17

Saginaw Show Case Co 45
Seelman, Geo., & Sons Co 10
Smith, J. Hungerford, Grape Juice Co 3
Smith, L. C., & Bros. Typewriter Co 8
Spatula, The 32
Stone Straw Co., The 43
Swift, E. G 14, 15, 16

Tampa-Cuba Cigar Co., The 34
Tanglefoot 50
Typewriters Distributing Syndicate 35

Underwood Typewriter Co 52

Wade, J. J., & Co 48
Walrus Mfg. Co 6
Wells & Richardson Co 19
Whitall Tatum Company 1
Whitney Glass Works 47
Wilmarth Show Case Co 29
Wirz, A. H 40

Yeshera Mfg. Co., The 28

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FRUIT MELBAS PEACH PINEAPPLE

SYRUPS LEMON BERRIES SUNDAES

ISN'T SHE A BEAUTY?

You can obtain a full set of our 1915 advertising including this magnificent big cut-out in 12 colors, advertising "TRUE FRUIT" Crushed Strawberry, by sending us an order for a $25 quantity of syrups and crushed fruits and coupon below.

We Have No Competition On Crushed Strawberry

"A broad statement" you say, but we assure you it is a **SINCERE** one. ONE DOZEN JARS OF "TRUE FRUIT" CRUSHED STRAWBERRY EQUAL 1-½ DOZEN OF ANY OTHER kind;

First—because WE USE MORE STRAWBERRIES PER JAR.

Second—because WE PUT THEM UP IN THEIR OWN JUICE and the BEST part of the **flavor** is in the juice.

Third—because WE USE ONLY CHOICE, SELECTED FRUIT which MUST CONFORM to a certain HIGH STANDARD or be rejected.

Fourth—because the berries are PRESERVED BY A SPECIAL PROCESS, **USED ONLY BY US**, which retains the flavor of the fresh, ripe strawberries in the finished product. The characteristic "STRAWBERRY TASTE" is not changed nor destroyed in "TRUE FRUIT" Crushed Strawberry.

WE HAVE SPARED NO EXPENSE to make "TRUE FRUIT" CRUSHED STRAWBERRY the

VERY BEST ON THE MARKET,

in fact, it is the least profitable item for us on our list. However, we urge you to use it exclusively at your Soda Fountain. The reputation for QUALITY SODA which "TRUE FRUIT" Crushed Strawberry will bring you will increase your sales on all flavors and indirectly we are benefitted.

If you have any doubt as to the sincerity of our claims for

"True Fruit" Crushed Strawberry

buy a jar and try it out. "The proof of the pudding is in the eating."

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Enclosed find order for "TRUE FRUIT" products amounting to _____. Please ship through jobber mentioned below and see that I receive complete advertising offer to which $25 entitles me.

Name .....

Street .....

City .....State .....

Jobber .....

467-16

ROCHESTER, NEW YORK, U.S.A.

NAME
STREET ADDRESS
CITY
STATE

Gentlemen: Kindly send your Special Proposition and Catalogue 23 giving prices and complete list of goods.

American Ever Ready Works, 308 Hudson St., New York.

A BIG SIDE LINE

It is easy to sell your customers EXTRA goods if you have the RIGHT extra goods to sell them.

Increased business to you depends on your having a quick, assured, easy-selling side-line.

EVEREADY Lights, Batteries and Lamps are exactly right as drug-store side-lines because they do not take sales away from other lines. They do make EXTRA profits for you. They are easy to display and to demonstrate. They beautify your windows, store or show case, and they interest your customers. Furthermore, they bring trade for all kinds of other goods to your store, constantly.

EVEREADY
LIGHTS, BATTERIES AND LAMPS.

The use of flashlights is increasing by leaps and bounds. Every doctor, every nurse, every mother, every motorist, every sportsman, every home, every tradesman, and every farmer needs from one to five Flashlights. Like Safety Razors and Kodaks, EVEREADY Sales are continuous. You sell the EVEREADY light and then always afterwards you have a trade to supply renewal batteries and lamps.

The EVEREADY is the Flashlight made by the oldest, the biggest, and the strongest company in the world. It is the only flashlight which will give absolutely satisfactory service to your customers.

We are just starting a big national advertising campaign in The Saturday Evening Post, 10 Women's Publications, 32 farm journals, 13 boys', sportsman, medical, nursing and other publications. We will create an enormously increased demand for all EVEREADY Goods.

Get this big new, profitable side-line for your store at once. Be the first in your locality to display and push EVEREADY Lights, Batteries and Lamps.

Tear off and send the coupon asking for special proposition and Catalog 23 giving complete list of goods, prices and discounts.

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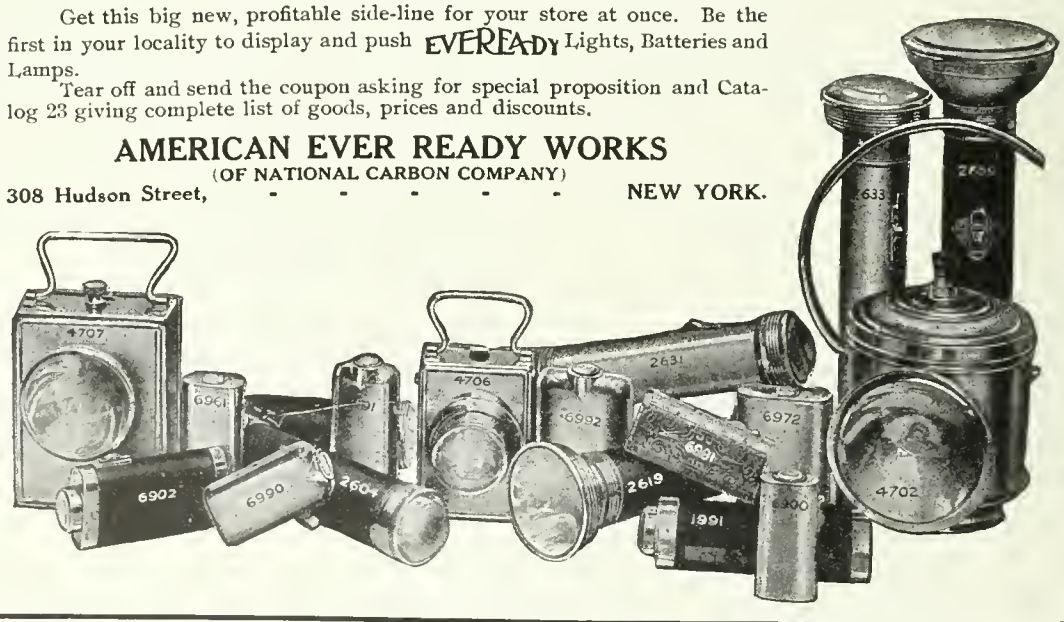
(OF NATIONAL CARBON COMPANY)
308 Hudson Street, - - - - - NEW YORK.



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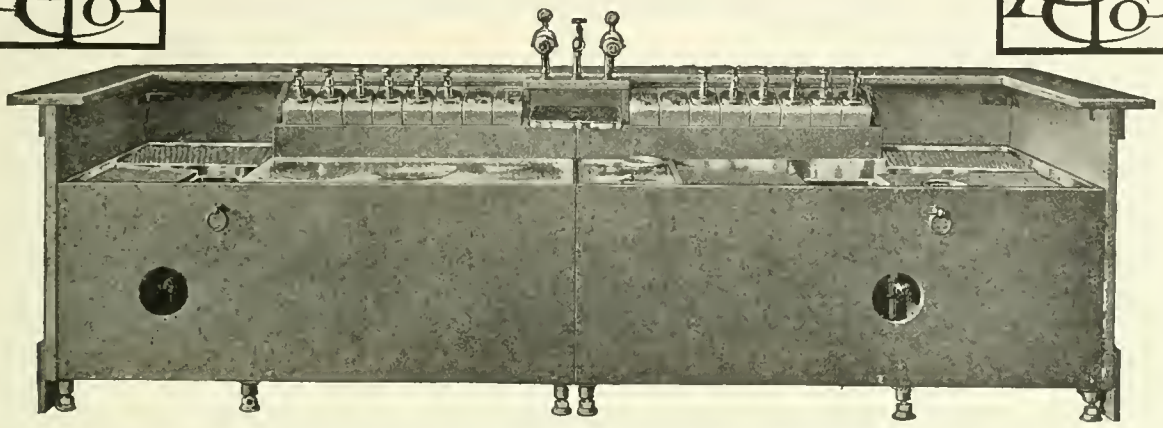

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Our "New Departure" Soda Fountains are made in four sizes: 6, 8, 10, and 12 foot lengths. They are made iceless, slanting jars and pumps, crushed fruit jars and ladles, chipped ice box, ice cream cabinet, cold storage closet, drainer, tumbler washer, tumbler brush, sink, ice cream overflow cup, towel ring, clear counter or onyx draft column, as preferred. All of the requirements, you see, of a high-priced outfit. Are you interested? Let us know the size of your space. Price very, very low. Terms easy. We want your order *now*, that is the reason.

No. 12
LEADER
CARBONATOR
Electric Automatic

RELIABLE CARBONATOR
Operates by Water Pressure

SAVE WORRY SAVE WORK

SECURE PERFECTLY CARBONATED WATER

BUY AN AMERICAN CARBONATOR NOW

"LEADER NO. 12" OPERATES BY ELECTRICITY

"RELIABLE" OPERATES BY WATER POWER

PRICES LOW ON APPLICATION

A new, fully illustrated Sundries Catalog is just out and contains the very latest in soda fountain needs.

The book has been thoroughly revised, prices lowered, new goods added, and it is the finest book of its kind ever printed.

All goods desired or required for use at a soda fountain, from a straw to an ice-breaking machine, are illustrated, described, and net prices quoted.

FREE FOR THE ASKING TO THOSE WHO HAVE A SODA FOUNTAIN

AMERICAN SODA FOUNTAIN COMPANY

HOME OFFICE AND FACTORIES

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ATLANTA, GA., 44 W. Mitchell St. PHILADELPHIA, PA., 1211 Arch St.
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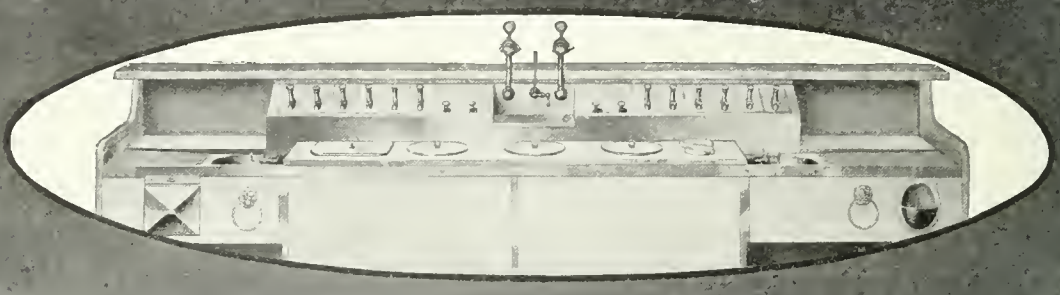
Walrus Quality Unsurpassed

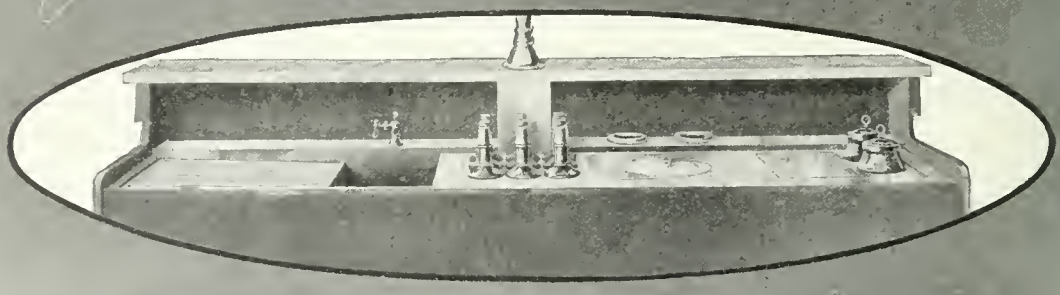
Our 1915 Manual fully explains

Walrus Quality Unsurpassed

Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



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DECATUR, ILLINOIS

Largest builders and distributors of high class soda fountains thru jobbers. Agencies in all principal cities
LUNCHEONETTES CARBONATORS ICE CREAM CABINETS STORE FIXTURES

Another "Success Story"

From Far Away Australia.

WANGARATTA, Victoria, Australia, Nov. 13th, 1914.

Manager,

THE MANNING SERVICE, ST. LOUIS, MO.

Dear Sir:—I herewith enclose $12.18 for next year's service. I wish to thank you for your letter of the 6th of July last, which I received safely, also the seven numbers of the Advertising Service. I appreciate the Service very much. It has been a great help to me, a great saving of work and a big money maker. I have just received your October number to-day, and have copied your Bath Requisite Window for this week's display from the September number with complete success. Wishing you the compliments of the Season,

Yours faithfully,

ARTHUR B. RUNDLE.

The story of large successes like those of Marshall Field, John Wannamaker and others is no more wonderful than the story of a successful retail druggist, who is building his business by judicious advertising.

Hundreds of unsolicited testimonials come to us each year telling of large business increases brought about through the use of the Manning Advertising Service. Read the "Success Stories" which we print in our ads.

Start the use of the Service now and let your success be recorded on the same list as thousands of other Successful Druggists who are using our helps.

The Manning Advertising Service

contains copy for **Newspaper Ads., Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Locals, Signs, Parcel Post Ads., Illustrated Window Displays and Picture Slide Advertising. We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.**

The Service covers everything that can help to build or hold business. It is a system of practical advertising for busy and enterprising druggists.

Only $1.00 A Month.

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad. writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our service get on your competitor's pay roll.

We Serve You Only.

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act Now.

Tear off here and mail to-day. Start On The Road To Success.

Special Order

13 Months Service—$12

Manning Advertising Service,
St. Louis, Mo.

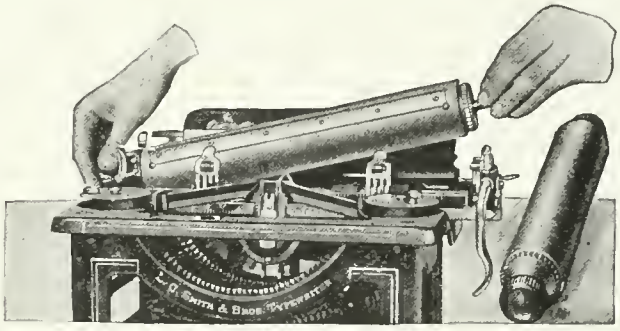
Date ____

If you have no client in this locality, please enter $\frac{\text{my}}{\text{our}}$ order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR from March First, 1915, and monthly thereafter until notified to discontinue. For this service $\frac{\text{I}}{\text{we}}$ agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. By taking advantage of this special offer it is understood that $\frac{\text{I am}}{\text{we are}}$ to receive the February, 1915, issue of the Service FREE.

NAME _____ STREET _____

TOWN _____ STATE _____

Platen Changed in an instant



Inserting The Card Platen

Because the platens are interchangeable, the same L. C. Smith & Bros. Typewriter can be used for general correspondence, heavy card or label writing and manifolding.

To meet the contingencies that arise, there are the soft, medium and hard rubber platens, the card and label-writing platens, and the brass platen on which over twenty (20) carbon copies can be made. The operator can change from one to the other in a few seconds.

A new platen can be ordered by mail or express, when necessary, without losing the use of the typewriter.

ASK FOR A DEMONSTRATION

L. C. SMITH & BROS. TYPEWRITER COMPANY

Home Office and Factory - SYRACUSE, N. Y.

Branches in All Principal Cities

DO YOU REALIZE

That the only new Straw Hats that thousands of Women and Children will enjoy this year will be their last year's Straw Hats colored with

COLORITE

It's up to you, Mr. Dealer, to supply the demand

COLORITE

Colors Old and New Straw Hats

also Satin, Silk and Canvas Slippers and Basketry.

Colorite is easily applied, dries in 30 minutes with a satin-like finish that is durable and waterproof.

A Big Seller in Every Drug Store

Order this assortment from your nearest jobber

SEE LIST OF JOBBERS ON OTHER SIDE

SPECIAL $6.00 SAMPLE LOT

10	Bottles	Jet Black	2	Bottles	Violet
4	"	Dull Black	2	"	Burnt Straw
3	"	Navy Blue	2	"	Cerise
3	"	Cadet Blue	2	"	Lavender
2	"	Brown	2	"	Yellow
2	"	Cardinal Red	2	"	Sage Green

With this assortment we pack free all the new, beautiful store and window advertising shown on other side of this page

DON'T DELAY ORDER TODAY

This is the Colorite package

Bottle with brush for applying packed in handsome carton

Retails for 25¢

Over 64,665,000 people will read COLORITE advertisements in the leading magazines and Sunday papers throughout the United States

It's your move, Mr. Dealer

See other side for Store and Window Advertising and List of Jobbers

Manufactured by **Carpenter-Morton Company** BOSTON, MASS.

ESTABLISHED 1840

ALUMINUM HANGER OR EASEL SIGN
Size 5½ x 10 inches

5 Ways

whereby we lend you vital assistance in building a

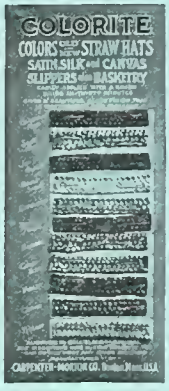
Banner Colorite Business

This new advertising packed with $6.00 assortment

COLORITE CUT-OUT

Eight colors with little straw hat attached

Size 14¼ x 18¼ inches



COLOR CARD
Showing shades on real straw

COUNTER DISPLAY STAND
A Silent Salesman

COLORITE WINDOW TRIM
consisting of eight pennants and Colorite Girl for center-piece. Very attractive

List of Colorite Jobbers—Send your order for the $6.00 assortment to the nearest one

Albany, N. Y., Walker & Gibson
Alexandria, Va., E. S. Leadbeater & Sons, Inc.
Atchison, Kansas, Wherrett-Mize Drug Co.
Atlanta, Ga., Lamar & Rankin Drug Co.
Atlanta, Ga., John B. Daniel
Augusta, Ga., Augusta Drug Co.
Baltimore, Md., James Baily & Son
Baltimore, Md., Muth Bros. & Co.
Baltimore, Md., Henry B. Gilpen Co.
Baltimore, Md., Calvert Drug Co.
Binghamton, N. Y., E. C. McKallor Drug Co.
Birmingham, Ala., Doster, Northington Drug Co.
Bloomsburg, Pa., Moyer Bros.
Boston, Mass., Carter, Carter, Meigs Co.
Boston, Mass., Gilman Bros.
Boston, Mass., Eastern Drug Co.
Boston, Mass., Frye Drug & Chem. Co.
Brooklyn, N. Y., Town & James
Brooklyn, N. Y., Chas. E. Schumacher
Buffalo, N. Y., Plimpton, Cowan & Co.
Buffalo, N. Y., Ellicott Drug Co.
Burlington, Ia., Churchill Drug Co.
Burlington, Vt., Burlington Drug Co.
Butte, Mont., Newbro Drug Co.
Cairo, Ill., Schub Drug Co.
Canton, Ohio, Bowman Bros. Drug Co.
Cedar Rapids, Ia., Churchill Drug Co.
Charleston, S. C., Geer Drug Co.
Charleston, S. C., Charleston Drug Mfg. Co.
Charleston, W. Va., Kanawha Drug Co.
Charlotte, N. C., John M. Scott & Co.
Chattanooga, Tenn., Fritts & Weihl Co.
Chicago, Ill., Fuller & Fuller Co.
Chicago, Ill., Humiston, Keeling & Co.
Chicago, Ill., Morrisson, Plummer & Co
Chicago, Ill., Robt. Stevenson & Co.
Chicago, Ill., Peter Van Schaack & Sons
Cincinnati, Ohio, Alfred Vogeler Drug Co.
Cincinnati, Ohio, Hale, Justis & Co.
Cincinnati, Ohio, Cincinnati Economy Drug Co.
Cincinnati, Ohio, John D. Park & Sons Co.
Cleveland, Ohio, Strong, Cobb & Co.
Cleveland, Ohio, Hall-Van Gorder Co.
Cleveland, Ohio, Mutual Drug Co.
Cleveland, Ohio, H. B. Drug Co.
Columbia, S. C., Murray Drug Co.
Columbus, Ga., Brannon & Carson Co.
Columbus, Ohio, Orr, Brown & Price
Columbus, Ohio, Kauffman, Lattimer Co.
Columbus, Ohio, Buckeye Drug Co.
Dallas, Texas, Greiner, Kelley Drug Co
Dallas, Texas, J. W. Crowdus Drug Co.
Dallas, Texas, Texas Drug Co.
Dayton, Ohio, The Whitteker-Gwinner Drug Co.
Decatur, Ill., Deratur Drug Co.
Denver, Colorado, Davis Bros. Drug Co.
Des Moines, Ia., Des Moines Drug Co.
Des Moines, Ia., Iowa Drug Co.
Detroit, Mich., Michigan Drug Co.
Detroit, Mich., Farrand, Williams & Clark
Detroit, Mich., Wolverine Drug Co.
Dover, N. H., C. E. Brewster Co.
Duluth, Minn., Northern Drug Co.
Durham, N. C., Pesbody Drug Co.
Edmonton, Alberta, Canada, Revilloo Wholesale, Ltd.
Edmonton, Alberta, Canada, Edmonton Paint & Glass Co.
Elmira, N. Y., Gerity Bros. Drug Co.
El Paso, Texas, Kelly & Pollard
Evansville, Ind., Chas. Leich & Co.
Fall River, Mass., Brewer & Co.
Fort Dodge, Ia., Oleson Drug Co.
Fort Smith, Ark., Morris-Morton Drug Co.
Fort Smith, Ark., John Schaap & Sons Drug Co.
Fort Wayne, Ind., Fort Wayne Drug Co.
Fort Worth, Texas, H. W. Williams Co.
Grand Rapids, Mich., Hazeltine & Perkins Drug Co.
Great Falls, Mont., Great Falls Drug Co.
Greensboro, N. C., Justice Drug Co.
Hagerstown, Md., Wareham & Strite
Harrisburg, Pa., J. Nelson Clark
Hartford, Conn., Sisson Drug Co.
Hartford, Conn., C. H. Talcott & Co.
Helena, Mont., Paschea Drug Co.
Houston, Texas, Southern Drug Co.
Houston, Texas, Houston Drug Co.
Huntington, W. Va., Huntington Drug Co.
Indianapolis, Ind., A. Kiefer Drug Co.
Indianapolis, Ind., Daniel Stewart Co.
Indianapolis, Ind., Mooney-Mueller Drug Co.
Indianapolis, Ind., Ward Bros. Drug Co.
Indianapolis, Ind., Haag Drug Co.
Jackson, Miss., W. L. Brown Co.
Jacksonville, Fla., Groover-Stewart Drug Co.
Jacksonville, Fla., Southern Drug Mfg. Co.
Johnstown, Pa., Johnstown Chemical Co.
Joplin, Mo., C. M. Spring Drug Co.
Kansas City, Mo., Evans-Smith Drug Co.
Kansas City, Mo., McPike Drug Co.
Kansas City, Mo., Faxon & Gallagher Drug Co.
Keokuk, Ia., Wilkinson & Co.
Kingston, N. Y., H. S. Crispell Co.
Knoxville, Tenn., Sanford, Chamberlain & Albers Co.
Knoxville, Tenn., Chapman Drug Co.
La Crosse, Wis., Spence-McCord Drug Co.
Lafayette, Ind., Wells-Yeager-Best Co.
Lancaster, Pa., Lancaster Drug Co.
Lawrence, Mass., Lawrence Whol. Drug Co.
Lexington, Ky., McAdams & Morford
Lincoln, Neb., Lincoln Drug Co.
Lincoln, Neb., Capital Drug Co.
Little Rock, Ark., C. J. Lincoln Co
Los Angeles, Cal., Brunswig Drug Co.
Los Angeles, Cal., Western Whol. Drug Co.
Louisville, Ky., Peter-Neat-Richardson Co., Inc.
Louisville, Ky., Robinson-Pettet Co., Inc.
Lynchburg, Va., Strother Drug Co.
Macon, Ga., Lamar, Taylor & Riley Drug Co.
Manistee, Mich., A. H. Lyman Co.
Marietta, Ohio, J. W. Dysle Co.
Memphis, Tenn., Hessig-Ellis Drug Co.
Memphis, Tenn., Ellis-Lillybeck Drug Co.
Memphis, Tenn., Van Vleet Mansfield Drug Co.
Milwaukee, Wis., Milwaukee Drug Co.
Milwaukee, Wis., Yahr & Lange Drug Co.
Milwaukee, Wis., F. Dohmen Co.
Minneapolis, Minn., Minneapolis Drug Co.
Missoula, Mont., Missoula Drug Co.
Missoula, Mont., George Freisheimer
Mobile, Ala., Van Antwerp Drug Corp.
Montgomery, Ala., Greil Bros. Co.
Montgomery, Ala., Durr Drug Co.
Montreal, Canada, A. Ramsay & Son Co.
Montreal, Canada, Lyman's Ltd.
Montreal, Canada, National Drug and Chem. Co.
Nashville, Tenn., Berry, Demoville Co.
Nashville, Tenn., Spurlock-Neal Co.
Newark, N. J., Roeber & Kuebler Co.
Newark, N. J., C. B. Smith & Co.
Newburgh, N. Y., Merritts Sons
Newburgh, N. Y., Newburgh Drug Co.
New Haven, Conn., Chas. W. Whittlesey Co.
New Haven, Conn., C. S. Leete Co.
New Orleans, La., Finlay, Dicks & Co.
New Orleans, La., Parker-Blake Co.
New York, N. Y., Chas. N. Critteadon Co.
New York, N. Y., Lehn & Fink
New York, N. Y., Schieffelin & Co.
New York, N. Y., McKesson & Robbins
New York, N. Y., Henry Klein & Co.
New York, N. Y., Brueo-Ritchey & Co.
New York, N. Y., O. H. Jadwin & Sons
New York, N. Y., E. J. Barry
New York, N. Y., H. Halper
New York, N. Y., C. S. Littell & Co
New York, N. Y., F. E. Spiltoir
New York, N. Y., Commons Bros.
New York, N. Y., Ketchum & Co.
New York, N. Y., Eimer & Amend
New York, N. Y., Bakst Bros.
New York, N. Y., Britt, Loeffler & Weil
New York, N. Y., Park Drug Co.
Norfolk, Va., Williams, Martin & Gray
Norfolk, Va., Burrow-Martin & Co.
Norfolk, Va., Williams, Donnell Drug Co.
Norristown, Pa., Wm. Stahler Drug Co.
Norwich, Conn., Lee & Osgood Co.
Ogden, Utah, Odgen Whol. Drug Co.
Oklahoma City, Okla., Alexander Drug Co
Omaha, Neb., Richardson Drug Co.
Omaha, Neb., E. E. Bruce & Co.
Ottumwa, Ia., J. W. Edgerly & Co.
Owensboro, Ky., Mullen & Haynes Co.
Paducah, Ky., Kolb Bros. Drug Co.
Peoria, Ill., Colburn & Birks
Peoria, Ill., Barker & Wheeler Co.
Peoria, Ill., Sutliff & Case Co.
Petersburg, Va., W. E. Armstrong & Co.
Philadelphia, Pa., Shoemaker & Busch
Philadelphia, Pa., Smith, Kline & French Co.
Philadelphia, Pa., Valentine H. Smith & Co.
Philadelphia, Pa., Aschenbach & Miller, Inc.
Philadelphia, Pa., Miller Drug Co.
Philadelphia, Pa., Robt. Shoemaker & Co.
Philadelphia, Pa., Philadelphia Whol. Drug Co.
Philadelphia, Pa., Adam Pfromm & Co.
Pittsburg, Pa., W. J. Gilmore Drug Co.
Pittsburg, Pa., Geo. A. Kelly Co.
Pittsburg, Pa., Shipley, Massingham Co.
Portland, Me., Cook, Everett & Pennell
Portland, Me., J. E. Gould & Co.
Portland, Me., J. W. Perkins Co.
Portland, Oregon, Clark-Woodward Drug Co.
Portland, Oregon, Blumauer-Frank Drug Co.
Portsmouth, Ohio, J. F. Davis Drug Co.
Providence, R. I., Blanding & Blanding
Providence, R. I., Geo. L. Claflin Co.
Quincy, Ill., Aldo Sommers Drug Co.
Raleigh, N. C., W. H. King Drug Co.
Richmond, Ind., A. G. Lukea & Co.
Richmond, Va., Vaughan, Robertson Drug Co.
Richmond, Va., Owen & Minor Drug Co.
Richmond, Va., Powers-Taylor Drug Co.
Richmond, Va., Boderker Drug Co.
Rochester, N. Y., Gibson Drug Co.
Rock Island, Ill., Hartz & Bahnsen Co.
Rome, Ga., Curry-Arrington Co.
Rome, N. Y., Broughton Drug Co.
Sacramento, Cal., Kirk, Geary & Co., Inc.
Saginaw, Mich., Saginaw Valley Drug Co.
St. Joseph, Mo., C. D. Smith Drug Co
St. Joseph, Mo., Van Natta Drug Co.
St. Louis, Mo., Meyer Bros. Drug Co.
St. Louis, Mo., J. S. Merrell Drug Co.
St. Paul, Minn., Noyes Bros. & Cutler
Salt Lake City, Utah, Zions Co-Op. Merc. Inst. Drug Dept.
Salt Lake City, Utah, Smith-Faus Drug Co:
San Antonio, Texas, San Antonio Drug Co.
San Antonio, Texas, South Texas Drug Co.
San Diego, Cal., Brunswig Drug Co.
San Francisco, Cal., Coffin, Redington & Co.
San Francisco, Cal., Langley & Michaels Co.
Savannah, Ga., Solomon & Co.
Savannah, Ga., Columbis Drug Co.
Scranton, Pa., Matthews Bros.
Seattle, Wash., Stewart & Holmes Drug Co.
Sious Falls, So Dakota, Brown Drug Co.
Spartansburg, S. C., Geer Drug Co.
Spokane, Washington, Spokane Drug Co.
Springfield, Mass., Receivers of H. & J. Brewer Co.
Springfield, Missouri, Hall Drug Co.
Steubenville, Ohio, Beall & Steele Drug Co.
Syracuse, N. Y., Chas. Hubbard Son & Co.
Syracuse, N. Y., Chas. W. Snow & Co.
Tampa, Fla., Tampa Drug Co.
Terre Haute, Ind., Cook, Black & Hoffman
Terre Haute, Ind., E. H. Bindley & Co.
Toledo, Ohio, Walding, Kinnan & Marvin Co.
Toledo, Ohio, Cooley Drug Co.
Toronto, Canada, Lyman Bros. & Co.
Troy, N. Y., John L. Thompson Sons & Co.
Utica, N. Y., A. H. Williams Co.
Vancouver, B. C., F. R. Begg & Co.
Vancouver, B. C., J. E. Teeporten
Waco, Texas, The Behrens Drug Co.
Washington, D. C., Washington Whol. Drug Co.
Washington, D. C., F. A. Tschiffely, Jr.
Waterbury, Conn., Apothecaries Hall Co.
Wheeling, W. Va., Ohio Valley Drug Co.
Wheeling, W. Va., Goodwin Drug Co.
Wichita, Kansas, C. E. Potts Drug Co.
Wilmington, Del., N. B. Danforth
Wilmington, N. C., Ahrens Bros.
Winnipeg, Canada, Winnipeg Paint & Glass Co.
Winnipeg, Canada, Martin, Bole & Wynne
Winston-Salem, N. C., Vaughan-Crutchfield Co.
Worcester, Mass., Brewer & Co.
York, Pa., Dale & Co.
York, Pa., Wm. Smith & Co.
Youngstown, Ohio, Averbeck Drug Co.
Zanesville, Ohio, Bailey Drug Co.
Zanesville, Ohio, F. P. Bailey Drug Co.

FRUITS and SYRUPS — HOT SODA SUPPLIES

"Our "Liquid" fountain is beyond a doubt a fine specimen of design, rare onyx and beautiful marble coloring."— Geo. F. Egley

"Our dispensers say they have never worked back of a fountain wherein the working parts are so well arranged." Geo. F. Egley

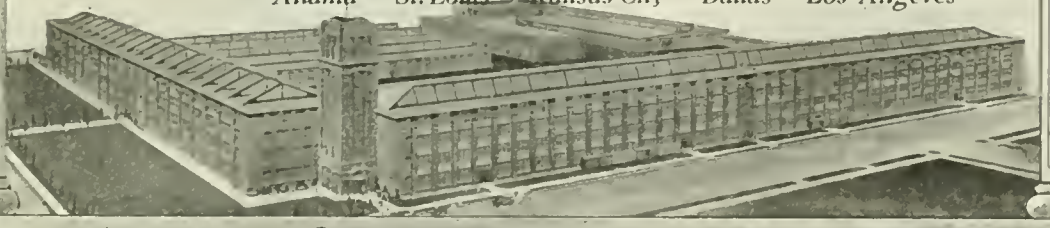
"Liquid" facilities for building special outfits of any size cannot be duplicated anywhere.

Stock Outfits for immediate shipment.

That's Why It Pays to Buy a "Liquid."

"The Liquid" Carbonic Company

CHICAGO New York Boston
Memphis Pittsburgh Cincinnati Milwaukee Minneapolis
Atlanta St. Louis Kansas City Dallas Los Angeles



Automatic Carbonators — Carbonic Acid Gas.

"Liquid" fountains will be used exclusively within the Fair grounds at San Francisco and San Diego.

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

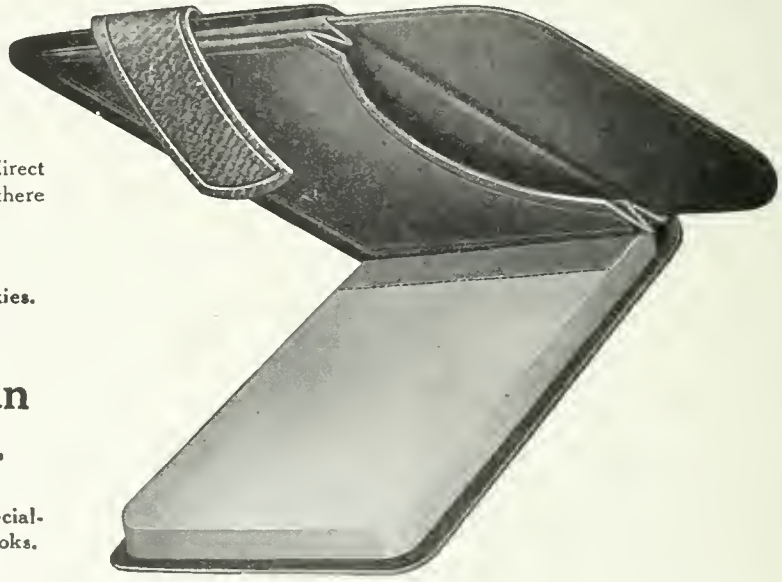
For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

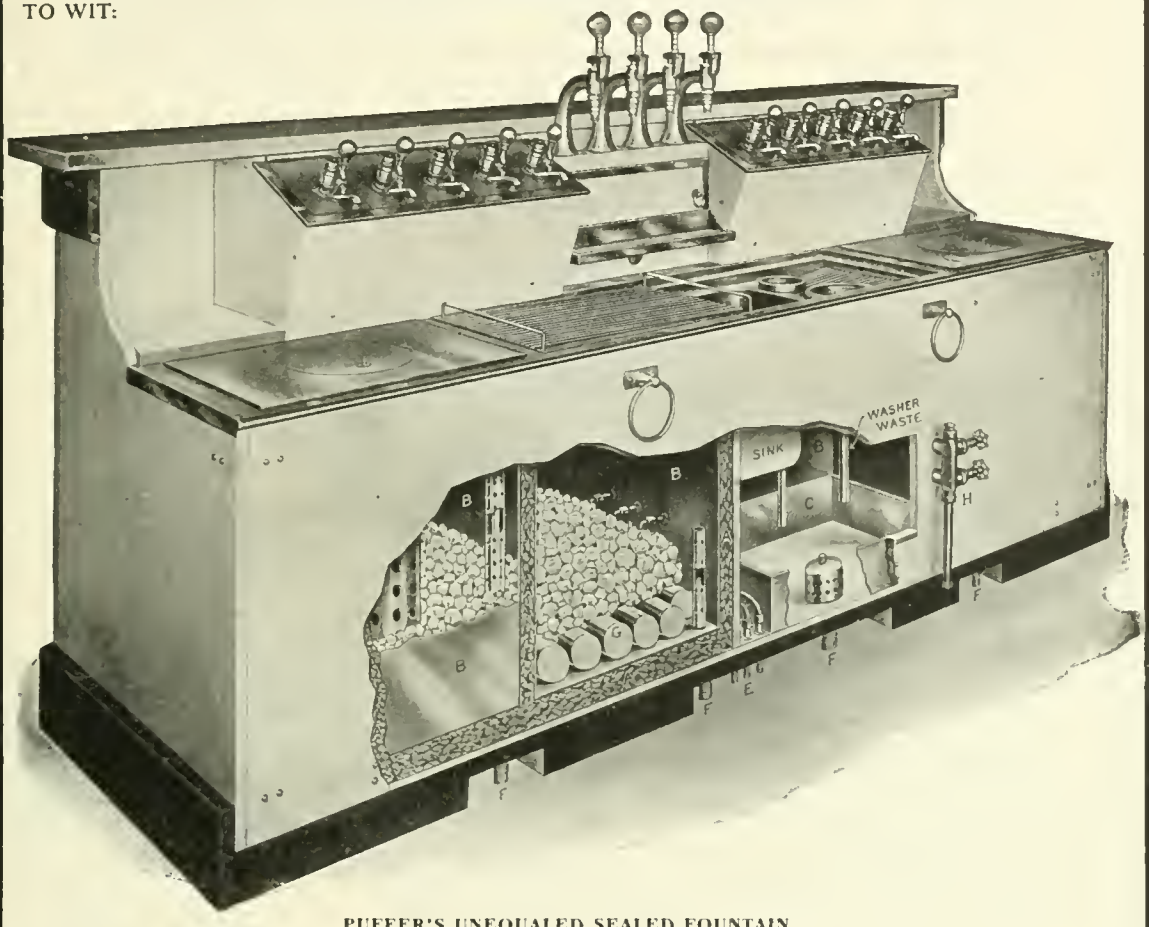
Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

Let Men See Your Good Work!

The "dumb driven cattle" propensity has no place in our activities.

We have something to say, and we say it—
We have something to show, and we show it—

TO WIT:



PUFFER'S UNEQUALED SEALED FOUNTAIN.
(Patents applied for.)

Saves at least 50 per cent of your ice bill.
Gives you the most sanitary soda fountain made.
Shows a construction forming a perfect refrigerator.
Gives you a fountain dirt and insect proof.

Syrup Lifts that operate with ease and accuracy, and from which there is no possible chance for trouble.

Large coolers, sheet block tin lined, insuring plenty of pure cold water.

Equipped for the dispensing of coldest beverages, *all* the time.
Shipped assembled, and ready for business shortly after arrival.

In brief we give a few more of the advantages which are yours in the possession of a SEALED FOUNTAIN:

Heavier silver plate.
Heavier metal throughout.
Cove flashing on workboard.
German Silver basins and disher wells.
German Silver sinks.
German Silver "SS" Tumbler Washers.
Workboard of solid German Silver and heavy weight.
Plumbing bill reduced to a minimum.

SEVEN SIZES CARBONATORS, all automatic and pungent soda water makers.

Send for catalogue.

In the SEALED FOUNTAIN you have the latest and best invention, including all our INIMITABLE improvements to date.

Factory, Winchester, Mass.

THE PUFFER MANUFACTURING CO.,

Office and Warerooms, 51 PORTLAND ST. BOSTON, MASS.

PARKE, DAVIS & CO.'S

Pure Ether for Anesthesia

is in great demand by physicians.

The reason is plain: we are marketing the purest available ether for anesthesia; we are supplying it in a dropper-container that is a model of simplicity and convenience.

✦ ✦ ✦

When we decided to market ether we took a determined stand: none but the purest, safest, most efficient ether should go forth under our label; the container, unlike the ordinary ether can, should be practical, economical and convenient.

A realization of these high ideals meant work; it meant study; it meant experimentation; it meant the expenditure of thousands of dollars.

The results have justified all these costly procedures. No chemist will soon evolve a purer ether; no genius will soon devise a more generally satisfactory ether container.

Supplied in pound, ½-pound and ¼-pound cans.

Every pharmacist should carry a supply of our Pure Ether for Anesthesia.

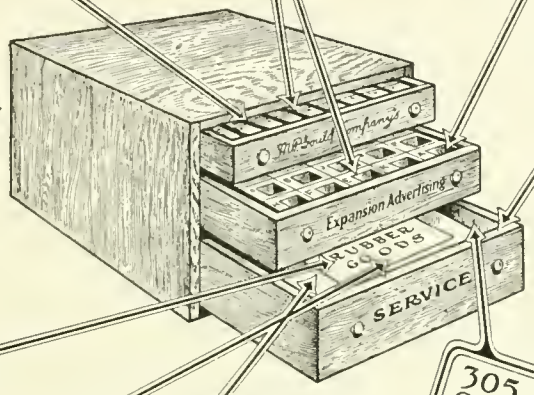
Home Offices and Laboratories,
Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention



129 Indestructible SOLID METAL ARTICLE CUTS

1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS

16 Indestructible SOLID METAL Illustrated Headline CUTS

Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place

4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS

171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising Information. All this exclusively for RUBBER GOODS

263-Article CUT Combinations for SUNDRIES
315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.

PRINTED and ILLUSTRATED IDEAS for
Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.

305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B.P. Feb.

THE BULLETIN OF PHARMACY FOR 1915.

BY THE EDITOR.

We have lately been perfecting our plans for the 1915 BULLETIN. We have made arrangements to secure a great variety of interesting material, and in addition to what we shall get from private sources we announce the following public contests. We hope there will be a wide response to our prize offers this year:

ANNOUNCEMENT No. 1:

Prizes Offered for Papers on "Some Crises I Have Faced."

We offer $15.00 for the best article, and $10.00 and $5.00 each for the second and third best articles, under the title of "Some Crises I Have Faced." This theme is full of human interest. It has great dramatic possibilities. Every druggist has faced some sort of a crisis in his business life. He has braved financial failure—resisted or accepted a temptation to go into something hazardous—made a great dispensing or commercial blunder—been brought in contact with some great dilemma or danger. Please tell us about it. If you want your name suppressed, we shall observe your wishes.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 2:

Prizes Offered for Papers on "How I Have Increased My Sales."

We offer $15.00 for the best article, and $10.00 and $5.00 each for the second and third best articles, under the title of "How I Have Increased My Sales." We want some live, energetic druggists to write papers on this subject. Tell us how you have secured new customers, put in new side-lines, developed your drug and prescription business, made special advertising schemes pay, or done anything else to increase the volume of your sales. This is the one subject of overshadowing importance to every retailer, and we shall be keenly disappointed if we don't get some rattling good papers from good men. We want personal narratives—stories of what *you* have done and just how far you have succeeded.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 3:

Prizes Offered for Papers on "What I Have Done to Cut Down Expenses."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "What I Have Done to Cut Down Expenses." This is almost as important a theme as that mentioned in the preceding announcement. We hear on every hand these days that profits are coming down, that expenses are going up, and that it is a harder and harder fight to make things come out right at the end of the year. This is true in all lines of trade. The best business brains of the country are endeavoring to increase sales on the one hand, and to cut down costs on the other. What have *you* done to watch your expenses and to trim them down as low as possible? Tell us.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 4:

Prizes Offered for Papers on "Hobbies That I Have Made Pay."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Hobbies That I Have Made Pay." Nearly every druggist, like almost

every other man, has a hobby of some sort, but few druggists have capitalized their hobbies and made them pay. We know of one man who, compelled for reasons of health to seek outdoor relaxation, began keeping bees. In time he had 60 hives, and he made a handsome profit from the sale of the honey and even of the beeswax. More than that, he created a large demand for a cough syrup containing honey as one of its essential ingredients. Another man, being an enthusiastic hunter, and always having several fine dogs, developed a great sale on dog bread, dog collars, and numerous other things of a similar nature.

$30.00 in prizes for the three best papers!

ANNOUNCEMENT No. 5:

Prizes Offered for Papers on "Amusing Experiences in Collecting Bills."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Amusing Experiences in Collecting Bills." Here we get to something really interesting! Where is the druggist who cannot tell of divers and numerous incidents of an exceedingly humorous nature? We don't want serious papers. We don't want articles telling how to make collections. No, no—not at all! What we want are funny and interesting experiences that druggists have encountered in trying to get people to pay up. This contest ought to provoke some of the most entertaining "stuff" that we have ever printed in the BULLETIN.

$30.00 for the three best, most interesting, most laughable papers!

ANNOUNCEMENT No. 6:

Prizes Offered for Papers on "Prominent Men as Customers of My Store."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Prominent Men as Customers of My Store." This subject is also full of great interest. If you are located in the city of Washington, or at any of the State capitals, you have doubtless had many public men as patrons of your store. If you do business in Indianapolis, Boston, or any number of other places, you have probably had an almost daily acquaintance with literary celebrities. If you are in Newport, Saratoga, Florida or California, you have seen the great business men of the nation come and go. Please tell us about the prominent men that you have served at one time or another, and give us little human touches about them that will make them seem like men instead of statues. We ought to get some papers on this subject that will be as interesting as any that have ever appeared in the journal.

$30.00 for the three best articles!

ANNOUNCEMENT No. 7:

Photographs Wanted of Several Different Kinds.

Finally, we should like very much to secure a considerable number of interesting photographs for use throughout 1915. We don't especially care for any more pictures of drug stores. We are loaded up with them now, and have enough to last for several months. Furthermore, we fear that they have lost their novelty for our readers. What we especially want are photographs of subjects like druggists' homes, summer cottages, vacation scenes, hunting pictures, druggists' automobiles, druggists' children, and anything else of a novel and interesting nature.

SPECIAL NOTICE TO ADVERTISERS.

The BULLETIN OF PHARMACY affords the best possible medium for reaching the drug trade. It is the widest circulated journal in its class. Its advertising rates, per thousand of circulation, are lower than those of any similar publication. Write us for rate card.

Detroit, Mich. **THE BULLETIN OF PHARMACY.**

Are You Ready for Better Times?

A Message to Manufacturers and Jobbers.

Business will be better this Spring than for many months past. Study these convincing reasons.

The first sign of improvement was the opening of the New York stock exchange, where the prices of securities were very much higher than the minimums set by the Board of Governors.

The opening of the Winter naturally increased the demand for clothing, food and fuel, thus diminishing stocks, giving employment to increased numbers and putting more money into circulation.

Foreign goods are more scarce than ever, creating a demand which must be filled by American manufacturers. Besides this, Europe is making increased demands for foodstuffs, munitions and manufactured products of all kinds, all of which spells prosperity for America.

The psychological effect of the war on business has ceased to be such a disturbing factor. Our own elections are over and uncertainty has been to a great extent eliminated. The reaction is due. Conditions are already improving. Are you ready for better times?

Remember, that no matter how good business is, you will have to go after it. It won't come to you. He is a wise man who reads the future and then gets busy. Don't wait until the other fellow has gobbled up the lion's share. Start your advertising right NOW.

An Exceptional Opportunity

for most timely, seasonable, effective and economical advertising to the best druggists throughout every section of the United States is afforded by the forthcoming SPECIAL SPRING ISSUES of THE BULLETIN OF PHARMACY.

During March, April, May and June, a big sampling campaign will be conducted, when THE BULLETIN OF PHARMACY will be mailed to a carefully selected list of well-rated druggists *in addition to regular subscribers.* During these months THE BULLETIN OF PHARMACY will reach practically every well-rated druggist in the country.

There will be no advance in advertising rates. You get the additional circulation ABSOLUTELY FREE OF COST! It is an opportunity you cannot afford to miss. Write to-day for full particulars about these FOUR BIG ISSUES.

The Bulletin of Pharmacy,

Joseph Campau Ave. and Atwater St.

Detroit, Michigan.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., FEBRUARY, 1915. No. 2.

THE
BULLETIN OF PHARMACY
Issued on the first of every month by
E. G. SWIFT, PUBLISHER,
Corner Joseph Campau Ave. and Atwater St., DETROIT, MICH.

MANAGING EDITOR: HARRY B. MASON.
ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

SUBSCRIPTION RATES:

United States and Mexico, - - $1.00 per year
Foreign countries, - - - - 1.50 per year

FOREIGN OFFICES:
WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:
EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

All business letters should be addressed:
PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

WHAT TO DO UNDER THE HARRISON LAW.

On page 72 of this issue of the BULLETIN we have gone somewhat into detail concerning the provisions of the new antinarcotic law, which goes into effect March 1. It is absolutely essential that every druggist in the land give strict attention to the requirements of this act. There is no way to avoid responsibility. It will not do to lie dormant—to do nothing. After the first of next month *the mere possession of narcotics constitutes guilt,* unless the proprietor is registered under the act.

We have tried to make plain in the article mentioned just what a druggist must do. The matter is taken up in logical order, and step by step it is shown how to comply with the provisions of the new law. After all there is nothing complicated about it. Once the situation is clearly understood there will be no trouble.

It is urged that druggists discuss the measure with the physicians who frequent their stores. The busy practitioner sometimes seems to have the issue wofully confused. *Every physician, veterinarian, and dentist must register.* After March 1 a druggist cannot accept a prescription from any member of these three professions on which the doctor's registration number, supplied by the government, does not appear. As a matter of self-protection it is therefore highly advisable that druggists interest themselves to the degree of making assurance doubly sure that those on whom they depend for prescription patronage are not remiss through a misapprehension of the provisions of the act.

* * *

NOT A PROHIBITORY LAW.

There is one point in connection with the Federal antinarcotic measure that should be thoroughly understood: it is not intended, in any sense, as a prohibitory law. It might be termed a *listing,* or *tracing,* law—meaning that through its provisions officers, State or Federal, may be enabled to trace every ounce of the proscribed drugs disposed of in a given community or in the entire United States. The manufacturer, the importer, the jobber—there will be records of all they sell, and to whom it is sold. The physician must keep a record of all he disposes of, except only when he uses the narcotic in an actual case upon which he is attending. The druggist keeps records, two of them: (1) copies of all orders to manufacturers, jobbers, importers; and (2) his separate prescription file or list of narcotic prescriptions.

There would seem to be nothing in the wording of the law to prevent any one from registering under the act. As far as the act itself is concerned a grocer could register as well as a druggist. But the State law would prevent the grocer from selling narcotics.

The law in no way conflicts with State law. The antinarcotic legislation in each State still stands. The Federal act merely supplements it, makes it more effective. Prosecutions for the violation of State law must still be conducted by the local authorities.

The law does, however, regulate illegal interstate carrying. It will no longer be possible for a fiend to go from one State to another and buy narcotics and take them back home with him. This, coming under the head of interstate commerce, would be a matter for the government to handle.

* * *

ON THE BASIS OF THE RETAIL PRICE.

The denomination of the stamp to be affixed to any article, under the war-tax act, is determined by the normal retail price, not by the cut price, according to a recent ruling at Washington. Where the price is printed or stamped on the article, that is to be considered the normal price, quite irrespective of what the article may be sold for. It is decreed that if the manufacturer bases the tax he pays on this rule he need fear no complaint, even though it may develop that the article is sold in different places for a greater or less sum than that which would be indicated by the stamp.

The government holds that no one is so competent to determine the retail price or value of his products as the manufacturer, and that the retail price is that figure at which a single package or other small quantity would be sold to consumers at the place of manufacture.

Talcum powders have been held to be subject to the tax, the claim being made that they fall into the same class with articles specifically mentioned in the act. Chewing gum, when sold by means of slot machines, must be taken from original packages bearing the stamp.

* * *

SOAPS AND THE STAMP TAX.

While the word Soap is not mentioned in Schedule B of the emergency revenue law, nevertheless a great many soaps must bear the stamp. If the manufacturers, even in their advertising, claim for them cosmetic or beautifying qualities they must be stamped. Woodbury's Facial Soap, Packer's Tar Soap, Cuticura, Resinol, Pear's, Palmolive—these, as well as a number of others, are taxable under the statute. Even a laundry soap, if claims are made that it will beautify the skin, must step up and be vaccinated.

Such medicated soaps as ichthyol, iodoform, sulphur and carbolic acid, provided no cosmetic claims are set forth on wrapper, circular, or in newspaper, are exempt, as are also simple soap shampoos, liquid or solid, and tincture of green soap, under similar conditions.

* * *

MOUTH-WASHES AND HAIR PREPARATIONS.

Collectors of internal revenue have also been instructed to regard tooth-washes and mouth-washes as taxable preparations. This includes even "such antiseptic and anti-acid liquids as are commonly sold as dentifrices, prophylaxes, etc." Listerine and Borolyptol are cited as examples. The stamp need be affixed, however, *only when such preparations are specifically sold for the uses indicated above.* When sold for strictly medicinal uses, these products, unless they are tooth- or mouth-washes *per se,* are not held to be taxable.

Hair-oils and hair pomades have been stretched to include tonics, stains, bleaches, improvers, beautifiers, depilatories, and brilliantines. Ordinary shaving soaps, powders, pastes, and creams are held to be exempt unless either the advertising or the package holds out the promise that every time a man uses one of them he will become a little more beautiful.

One of our correspondents advances the novel conceit that in case the department which has the matter in hand doesn't get down to brass tacks pretty soon and come out with a complete list of just what does actually demand the stamp, every druggist in the land will need some sort of a taxable preparation for his own hair—unless he is bald-headed!

* * *

DR. GOLDWATER RETREATS.

It will be remembered that the health board of Greater New York amended its sanitary code with a provision prohibiting the sale of narcotics, the regulations being so binding that under them druggists were relieved of a great deal of responsibility. They were practically shut out altogether, in fact, even receipts from the sale of paregoric being barred from the cash register.

However, through pressure brought to bear from a number of sources the Commissioner has at last been forced to see the error of his ways, and it is reported that he has abandoned completely this phase of his crusade. First he gave way to compromise, then he retreated in good order, leaving the field in possession of the Boylan law, the Harrison law, and a phalanx of agitated druggists.

* * *

FORMULAS TO BE DISCLOSED. Just as a sort of reminder that he was still on the job, however, Commissioner Goldwater decided to put through his formula-disclosing ordinance, which was promptly passed by his health board. The measure provides that no proprietary or patent medicine intended for internal administration shall be sold or given away within the city's corporate limits until the manufacturer thereof discloses his formula to the local department of health. The ordinance is scheduled to go into effect December 31, 1915.

The passage of the drastic act promptly resulted in a meeting of protest, at which Dr. W. C. Anderson, Albert Plaut, J. H. Rehfuss, Henry R. Strong, Samuel C. Henry, H. B. Thompson, Jacob Weil, Peter Diamond, and Otto Raubenheimer voiced strong objections. Dr. Goldwater stood pat, however, although he promised to make some changes in the ordinance, one of them being that he would eliminate certain discriminations in favor of physicians, and another being that he would compel physicians to write their prescriptions in English.

* * *

TIME FOR A. PH. A. MEETING SET. The Council of the American Pharmaceutical Association has decided that the proper time to hold the next annual meeting of the association, which convenes in San Francisco, is that week in August in which Monday comes on the ninth and Saturday on the fourteenth day. Week of August 9-14, it might better be put.

In view of the fact that the big Panama-Pacific Exposition, also at San Francisco, will just about attain its zenith in August, it is expected that there will be a large attendance at the A. Ph.A. meeting.

The local committee of the association at San Francisco offers every assurance that arrangements will be complete, and despite the presence of Fair visitors it is not anticipated that any difficulty will be experienced in the matter of obtaining hotel accommodations. It would be an act of prudence, however, to make reservation well in advance.

* * *

GROWING GOLDENSEAL. Farmers' Bulletin 613, entitled "Goldenseal Under Cultivation," has recently been issued by the Department of Agriculture at Washington. This brochure can scarcely be classed as a narrative of optimism. The statement is made that, in general, drug plants are hard to grow, labor costs are rather high, and the market is limited. For instance, it costs $1500 an acre, exclusive of the value of the land, to start a goldenseal plantation. Moreover, it is pointed out that hydrastis is distressingly deliberate in its habits, requiring something like five years to bridge the span from seed to marketable condition, or from three to four years to develop to proper proportions if the plantings are made with root buds or divisions of the rootstock.

It must be admitted, however, that goldenseal prices have been rather attractive for some years past. Wholesale quotations back in December, 1904, averaged $1.47, whereas the prices paid growers and collectors for the last three years have ranged from $3 to $4.25 a pound.

The estimated annual consumption of goldenseal root is 100 tons. This could all be raised on 500 acres, and therein lies the reason for the sombreness of the Department's bulletin. If everybody took to cultivating hydrastis the resulting overproduction would be sure to sink the price to so deep a depth that no profit would remain; and meanwhile plain spuds might perish from the face of the earth.

* * *

A SOCIALISTIC TENDENCY. The statement has been made that fully 20 per cent of the physicians of one of our largest cities are either on the city's payroll or do municipal work without remuneration. *American Medicine* declares that if those be added who serve for nominal pay or no salaries at all in private institutions, a third of the whole number of physicians in the average city is doing some work at no cost to the individual sick man.

Much of this work is along the line of preventing disease, rather than curing it.

Society teaches the young instead of leaving it to be done at the direct expense of parents, and the argument for compulsory preservation of health "sounds" as plausible as that for compulsory education. But to what ultimate position does it lead? Is our entire system wrong? Must the private practitioner give way to a commonwealth official? Must our pharmacies become free dispensaries?

The journal referred to finds solace in the thought that private schools and private teachers have survived the establishment of public schools, and therefore deems that there is little danger that the private practitioner will ever disappear altogether.

* * *

UNFORTUNATE BELGIAN DRUGGISTS.

There are about 1800 pharmacists in devastated Belgium. One-sixth of this number are reported to be in absolute want, and it can well be conceived that the remaining 1500 are not enjoying what might be called prosperous circumstances.

Brother pharmacists in Great Britain are making a systematic effort to relieve the distressing conditions across the channel. An appeal has been made to Holland, and it is possible that the druggists in Canada may do something to ease the burden laid on their colleagues in little Belgium.

In this country the *American Journal of Pharmacy* has taken up the matter, and correspondence has been solicited in order that effective plans may be perfected at once.

* * *

THE STEVENS BILL.

Now that the Harrison bill has become a law and is out of the way, druggists are beginning to center attention on the Stevens bill. Associations of merchants all over the country have indorsed this measure, and a great deal of work by individuals is being done for it as well.

The Stevens bill aims to correct evils based on false and misleading advertising, sham bargain sales, and the substitution of inferior for standard goods. It is, to a degree, a price-maintenance measure, and would doubtless prove of great benefit to the small dealer.

It is too early yet to form an estimate of probabilities in the premises, but it is hoped that the measure will make its way successfully through the present session of congress.

* * *

MR. HYNSON BEREAVED.

The innumerable friends and acquaintances of Henry P. Hynson have been pained to learn of the death of Mrs. Hynson. She had been an invalid for some years, and frequently had been compelled to go South for several months during the winter season. She died on December 14 at the Hynson home in Roland Park, just out of Baltimore. Besides Mr. Hynson two sons and a daughter survive her. The daughter, who is well known to members of the American Pharmaceutical Association, was married a year or two ago, and lives in Alaska. Mrs. Hynson, though suffering ill-health for a long period of time, was always a woman of cheerful disposition, and gave of herself freely that she might generate happiness in the family circle.

* * *

ERGOT IN FOODS.

The Bureau of Chemistry at Washington has learned that grain with an excessive content of ergot is often made into flour and other cereal products. Ergot being a poisonous substance, it follows that any grain product containing very much of it is dangerous to health. The Bureau therefore declares that hereafter it will consider as adulterated any cereal food which contains more than one-tenth of one per cent.

* * *

An interesting discovery has been made by Dr. Rodney True of the Bureau of Plant Industry, who has recently been studying mold on the surface of cigars. The doctor finds this to be due to bacterial growth in the tragacanth paste used in rolling cigars.

* * *

Corporal Cecil Hickey, an employee of the European headquarters of Parke, Davis & Co., London, England, has been one of those to fall at the front in the European war.

* * *

On January 14 the New York branch of the A. Ph. A. gave a dinner to Caswell A. Mayo in honor of his election as president of the parent body.

EDITORIAL

WISCONSIN'S DRUG FARM: AN INTERESTING DEVELOPMENT.

The *Wisconsin Alumni Magazine* contains an interesting article by Dr. Edward Kremers on the aims, scope and hopes of the first "pharmaceutical experiment station" established in the United States. The article is accompanied by illustrations in which rows of medicinal plants are shown growing in the field. The farm is under the supervision of Dr. Kremers, and will be found of great value to the students of the pharmacy department of the State university.

However it was not particularly the benefit students might derive from it that was considered, when the law making the station possible was signed by the Governor in June, 1913, or when the farm was formally "opened" July 1 of the same year. A far wider, a much more comprehensive, view was taken. One of the prime duties of the station is to investigate the problems involved in the cultivation of medicinal plants and the preparation of drugs from them. It is pointed out that while we demand a high scientific education from our physicians, compel our nurses to be especially trained, and our pharmacists to pass stiff board examinations, the collecting of native medicinal plants and the curing of these plants is left, to quote Dr. Kremers, "to drug hunters, to Indians, to ignorant colored people, and to equally illiterate whites."

It is the aim of this, the pioneer pharmaceutical experiment station, to supply not only the students at Madison, and not only the State of Wisconsin, but the entire world of science with new facts concerning medicinal drug propagation. And have you observed that Wisconsin always makes good?

M. I. Wilbert, in a recent government bulletin, calls attention to the fact that our source of thymol has been the seeds of a plant in India, and that within a few months following the outbreak of the European war the price of this drug jumped from two dollars to fifteen dollars a pound; moreover, that thymol occurs in this country in an oil that may be obtained from horse mint.

Quite independently of the government bulletin referred to, and probably without having seen it, Dr. Kremers speaks of these same conditions. "All these years," he says, "while we have been importing about ten thousand pounds of thymol annually, a weed growing on the sandy areas along the course of the Wisconsin River has probably been producing enough thymol to have supplied the entire United States in the present crisis."

Next year this matter will be thoroughly looked into. And this is merely an example of the important work waiting to be done. The field is illimitable.

Without question similar stations will ultimately be established in other States. Meanwhile the activities of Dr. Kremers's drug farm at Madison will be watched with interest.

DISSECTING LAST YEAR'S RECORD.

This is the time of the year when druggists are doing a little calculating in order to ascertain what last year's business record shows. Inventory has been taken, the long columns footed, and new entries made in the big book.

The record may or may not prove satisfactory. But there it is. It has been written into the past, and there is no changing it.

In case it is not all that could be desired, there is just one way of making it count for good, and that is by not permitting circumstances to shape another like it. And in order that it may be used in this manner it will be necessary first of all to arrive at a thorough and detailed understanding of it. This can only be accomplished by a process of keen analysis.

The analysis of a business is very simple, and for a long time the BULLETIN has been doing all it could to render the process at once easy and intelligible. In this very issue, in the department of "Profits and Earnings," four annual business statements are briefly treated, and in two of these, conditions little short of startling are revealed. The druggists are losing money and it may be possible that they are not aware of it.

However, the revelation of the true conditions is not the important point. The real salient feature is that in each case the source of the trouble is easily located.

There are just three things that the process of analysis leads up to and centers in—per-

centage of gross profit, percentage of expense, and percentage of net profit. Not until a man knows these does he know what has happened under his roof during the year that is gone.

Once in possession of these figures, he is in position to inaugurate a few reforms, if it is shown that such a course is necessary or advisable. Is the percentage of expense too high? Means must be found for reducing it. Is the percentage of gross profit too low? The remedy is obvious: either arrangements must be made to put a higher price-level into effect, or lines of goods must be added which yield so heavy a margin of profit that the general average will be brought up to the desired mark.

Expenses reduced, and a higher price level established, the percentage of net profit will take care of itself.

How is a man to know the condition of his business if he doesn't analyze it? Is it safe to trust to a sixth sense, or to blind chance?

It isn't enough, either, that the annual balance shows a nice margin on the sunny side of the ledger. The question is—Has the year that is gone yielded its fullest measure? *Was it squeezed dry?* If it wasn't, a little cold calculating will reveal where the fault lies, and at the same time point unerringly to the course that ought to be pursued during the year that stretches away into the dim future.

"CRAMP-BARK OR MAPLE?"

Oliver A. Farwell, curator of the herbarium of Parke, Davis & Co., contributed an article to this journal for February, 1913, announcing a discovery that he had made and confirmed a few months previously. He had found that the cramp-bark of the market was none other than the bark of mountain maple. More than that, he discovered that the pharmacopœial description of cramp-bark was not the description of cramp-bark at all, but that of the other drug. A botanical investigation was conducted, and the results were set forth at some length in the contribution to which we have referred. Photographs and microphotographs were also supplied, and the announcement came as a complete surprise to the pharmaceutical world and was commented on quite generally.

Mr. Farwell now calls our attention to an editorial in the *Druggists Circular* for last November under this title: "Cramp-Bark or Maple?" Reference is made therein to this interesting situation, but no credit is given either to Mr. Farwell for his discovery or to the BULLETIN for publishing the announcement. This was doubtless an oversight. But the *Pharmaceutical Journal* of London, struck with the astonishing facts of the case, prints a commentary on the basis of the *Circular* editorial, apparently not having seen the notices that appeared in several periodicals two years ago shortly after the publication of Mr. Farwell's paper. The *Journal* inferentially gives the *Circular* credit for making and announcing the discovery.

All of which suggests the statement that every scientific discovery is *re*discovered every few years, and then goes the rounds.

OUR SERIES OF PRIZE OFFERS.

We are now offering prizes for the best three papers on each of the following themes:

1. *Some crises I have faced.*
2. *How I have increased my sales.*
3. *What I have done to cut down expenses.*
4. *Hobbies that I have made pay.*
5. *Amusing experiences in collecting bills.*
6. *Prominent men as customers of my store.*

Full particulars about this series of prize offers will be found on pages 14 and 15 of the advertising section of this issue of the BULLETIN. Look up the announcement—and then decide to capture one or more of the awards.

A TOPIC FULL OF "HUMAN INTEREST."

In the November BULLETIN we announced that we wanted our readers to send us in some live topics for discussion in the journal during the present year. We particularly emphasized the fact that we wanted subjects full of "human interest." J. W. Giesburg, of Kansas City, Kansas, thereupon suggested the following:

> Should a druggist lick postage-stamps for a customer when requested to do so, or should he lick the customer?

Mr. Giesburg remarked when he submitted this topic that it was certainly full of "human interest," and we agree with him.

PROFITS AND EARNINGS

A GOOD COLLECTOR.

Here we have an unusual case—a Michigan druggist has less in the way of book accounts at the end of the year than he had at the beginning of the year!

A good collector ought to be making money. Let us see.

Here is the way "Michigan's" statement appears when fully filled out:

1 Cash received from all sales and book accounts			$18584.85
2 Book accounts beginning of year	$1033.48		
3 Book accounts end of year	$ 853.88		
4. Difference in book accounts		$ 179.60	
5 Net sales for the year.			$ 18405.25
6 Inventory of stock beginning of year.		$10255.24	
7. Purchases during year		$13243.20	
8 Total cost of merchandise		$23498.44	
9. Inventory of stock end of year		$10801.94	
10. Net cost of merchandise sold during year			$ 12696.50
11 Gross profits			$ 5708.76
12. Current expenses			$ 2754.28
13 Net profits			$ 2954.47
14 Total income from business			$

Percentage of gross profit, 31; of expense, 15; of net profit, 16.

This store is doing extremely well. Not only is the proprietor a good collector, but he knows how to keep expenses down. An expense account of approximately 15 per cent is 10 per cent under the average. It is so low, indeed, that we are a bit suspicious. We can't help wondering if some expenses haven't been overlooked.

AN ELEVEN-HUNDRED DOLLAR LOSS.

An adverse report from Colorado—adverse to the extent of $1110.74.

This store does business enough; net annual

1 Cash received from all sales and book accounts			$15515.60
2 Book accounts beginning of year	$487.80		
3 Book accounts end of year	$530.19		
4 Difference in book accounts		$ 42.39	
5 Net sales for the year			$15557.99
6 Inventory of stock beginning of year		$ 7527.84	
7 Purchases during year		$11218.05	
8 Total cost of merchandise		$18745.89	
9 Inventory of stock end of year.		$ 7410.99	
10 Net cost of merchandise sold during year			$11334.90
11 Gross profits			$ 4223.09
12 Current expenses			$ 5333.83
13 Net loss			$ 1110.74
14 Total income from business			$

sales $15,557.99. But its gross profit is 27.1 and its percentage of expense 34.2. Were these figures reversed the showing wouldn't be so far off.

Gross profit must be revised to 35 or 40, and percentage of expense reduced to 25 or 30. The ordinary drug business, to be safe and sane, must show a net profit as near 10 per cent as possible. But here is a net *loss* of seven per cent.

FROM SCOTLAND.

Scotch thrift has long been proverbial, and the statement now under discussion contributes additional evidence that the current belief is well founded. For here is a man who is making 29.5 per cent net!

A good showing, surely. Let us examine the statement more closely.

The percentage of gross profit is 44; the percentage of expense, 14.5.

All things considered, this is doing remarkably well.

A peculiar point is raised by our Scotch friend. In a letter which accompanies his statement he says: "Income tax collector refused to allow anything for depreciation, so I have omitted such an item from my accounting."

To omit such an item is wrong, and the omission renders percentages based on the

1 Cash received from all sales and book accounts			$4420.50
2 Book accounts beginning of year	$193.00		
3 Book accounts end of year	$193.00		
4 Difference in book accounts		$ 00	$4420.50
5 Net sales for the year			
6 Inventory of stock beginning of year		$ 700	
7 Purchases during year		$2468.00	
8 Total cost of merchandise		$3168.00	
9 Inventory of stock end of year		$ 700	
10 Net cost of merchandise sold during year			$2468.00
11 Gross profits			$1952.50
12 Current expenses			$ 641.50
13 Net profits			$1311.00
14 Total income from business			$

statement not altogether accurate. Depreciation should be entered in the expense account, quite regardless of what the tax collector will or will not do.

LOSING MONEY!

Here is an Ontario, Canada, store that is not doing very well. Last year's activity represents a loss of $179.17.

One of the weak spots in the business is that prices are too low; "Ontario" isn't charging quite enough for the goods he sells. This is clearly shown by the percentage of gross profit, which is 30.6. The average for a business of this size is from 35 to 38 or even 40 per cent.

Then, too, the expense account attains too

high an altitude. We find it, expressed in percentage, to be 32.3. Twenty-five or twenty-

1. Cash received from all sales and book accounts.			$10751.59
2 Book accounts beginning of year	$150.27		
3 Book accounts end of year	$290.04		
4 Difference in book accounts		$ 139.77	
5. Net sales for the year.			$10891.36
6 Inventory of stock beginning of year		$ 2618.29	
7 Purchases during year		$ 7851.82	
8 Total cost of merchandise		$10470.11	
9 Inventory of stock end of year		$ 2922.03	
10 Net cost of merchandise sold during year.			$ 7548.08
11 Gross profits			$ 3343.28
12 Current expenses			$ 3522.45
13 Net ~~XXXX~~ loss			$ 179.17
14 Total income from business			$

eight per cent is high enough for a ten-thousand-dollar business.

It would seem that some radical changes are highly advisable.

THE HALL OF FAME

BOTH PHYSICIAN AND PHARMACIST.

In addition to his duties as physician, pharmacist, farmer and manufacturer, Dr. Alfred A. Kent, of Lenoir, N. C., finds time to serve

Dr. A. A. Kent.

the residents of his community as their representative in the State legislature, having been reëlected to that position last November. Dr. Kent has long been prominent in civic and professional affairs. He has been a member of the State Board of Medical Examiners, president of both his county and State medical associations, superintendent of health for Caldwell county, president of the Citizens' Building and Loan Association of Lenoir, and is at present a member of the State Board of Health.

FRANK RICHARDSON.

Mr. Richardson is a man who invites the confidence of other men so successfully that he was for 10 or 12 years treasurer of the New York State Pharmaceutical Association. If we mistake not, he still occupies that post. At any rate, he is a successful pharmacist in Cambridge, N. Y., and in addition to his pharmaceutical activities is prominent in the Masonic fraternity. An alumnus of the Albany College

Frank Richardson.

of Pharmacy, Mr. Richardson was for many years a member of the faculty of the school while a druggist in Albany. His daughter, Miss Sarah Richardson, was graduated from the alma mater of her father in the class of 1913, and has recently been appointed pharmacist in the New York Infirmary for Women and Children. Miss Richardson's portrait was reproduced in this department of the Bulletin not long since.

AN OHIO ASSEMBLYMAN.

Charles F. Harding successfully conducts a pharmacy at Liberty and John Streets, Cincinnati, Ohio. He has risen from a subordinate position in a pharmaceutical laboratory to the ownership of a profitable business, a professor-

ship in a college of pharmacy, the presidency of the Ohio Valley Druggists' Association, and has now entered the political arena.

At the State election held last fall, Mr. Harding was chosen on the Republican ticket as a member of the General Assembly of Ohio. He won out by a comfortable margin, too,

CHAS. F. HARDING.

running far ahead of the rest of his ticket, in a contest which, before election, promised to be exceedingly hard for any Republican.

AN N. A. R. D. VICE-PRESIDENT.

At the Philadelphia meeting of the N. A. R. D. Thomas C. Coltman, Ph.G., of La

THOMAS C. COLTMAN, PH.G.

Junta, Colorado, was made third vice-president.

They say that 13 is unlucky. Not always. Mr. Coltman has been actively engaged in the retail drug business at his present location just exactly that number of 12-month periods. He went to Philadelphia with no thought whatever of annexing an office. But he couldn't escape!

Mr. Coltman was born in Washington, D. C., in 1864, where, in due time, he attended the public schools. Later he took a preparatory course and entered Princeton University. Still later he decided to learn the drug business, and was graduated from the Philadelphia College of Pharmacy in 1885.

Mr. Coltman has been a successful druggist, and will make a zealous officer for the national organization.

ON ONE CORNER FOR FIFTY YEARS.

Long time political experience gained as chairman of the Republican Committee of Bureau County will now stand A. D. Boal of Buda, Ill., in good stead. Mr. Boal has

A. D. BOAL.

recently been appointed a member of the political committee of the Illinois Pharmaceutical Association, a position for which his knowledge, gained by many years spent in the drug business and in directing Republican party affairs, particularly fits him. For a period of fifty years Mr. Boal has conducted his drug business on the same corner in the town of Buda. The third generation of the family is now actively engaged in the management of the store.

The new Becker soda fountain recently installed in the J. P. Cannon's Son's store, McKenzie, Tennessee.

A section of Fadgen's "Temple of Pharmacy," Baltimore, Maryland—M. Joseph Fadgen, proprietor.

J. W. Streetman's store, Marion, North Carolina. Mr. Streetman has been in the drug business 22 years, and is mayor of Marion.

A section of the interior of Payne's Pharmacy, Denver, Colorado. Mr. W. Scott Payne, proprietor, standing at the end of the show-case.

Creech Drug Co.'s store, Smithfield, N. C. The fixtures are solid mahogany and the fountain a 14-foot Lippincott.

E. W. Hanson's new store, Watsonville, Calif., Mr. Hanson being seen at the right, with an arm extended along the ledge.

Half-a-Dozen, Assorted.

The Morris Pharmacy, Eureka Springs, Arkansas—W. W. Morris, Pharm.D., proprietor.

H. R. Palmer & Son's main store, Clayton Street, Athens, in the State of Georgia.

A view of one side of Bode's neatly equipped drug store, Plymouth, Wisconsin.

A partial view of the interior of Benson, Smith & Co.'s store, Honolulu, T. H.

Here we have a prosperous Wisconsin store—that of the Schutz & Carr Drug Co., Shawano.

Another view of the Schutz & Carr store. Note the location of the fountain and cigar case.

More of the Same.

W. W. Irwin, Wheeling, W. Va., holds an A.M. degree, was recently appointed postmaster, is a prominent Mason, and an ex-president of the State Pharmaceutical Association.

T. N. Hall, Mooresville, N. C., was reëlected to the State legislatnre at the late November balloting. Mr. Hall is a partner in the drug firm of George C. Goodman & Co.

N. F. Reed, Ottumwa, Iowa, is interested in a number of retail stores, and was recently appointed United States marshal for the Southern District of Iowa.

R. C. Petzold, Newport News, Va., is now serving his second term as a city alderman, and is a member of both the Finance Committee and the Fire and Water Committee.

Four Druggists in Public Life.

Monthly Prize Questions and Answers.

This month four successful druggists tell of methods they have employed to introduce products of their own to the buying public in their respective communities. While some of the schemes are in direct contradiction with one another, the writers all agree that an article of merit under the store's own label well repays time and money spent in exploiting it. In all four papers the authors get right down to details and explain the steps they have taken to put the sales of their products on a profit-paying basis.

What Are the Best Methods of Introducing a Preparation of One's Own Make?

Answers to a question announced in September.

PRIZE ARTICLE: SECURING PUBLICITY FOR A COUGH REMEDY.

By M. C. Thompson.

Nearly every pharmacist produces under his own label a number of preparations of varying sorts. When he finds that one of these articles is inclined to move more rapidly than the others, his attention is concentrated on that particular preparation with a view to increasing the demand for it or to spreading the use of it.

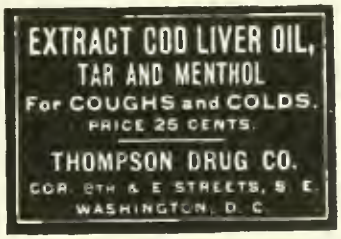
Such is the case with a preparation that we put up in our own laboratory. This is a remedy for coughs, colds and bronchial affections which we call "Syrup of Tar, Cod Liver Extract and Menthol." We have worked out and have in operation a plan which increases the sale of the remedy and attracts wide-spread attention to our products in general.

The foundation of the plan is in having a really good article: this we are convinced we have. The second requisite is an attractive package, which we also have. The next step is our personal verbal recommendation when such a remedy is called for. This procedure involves no expense except time, and brings splendid results in a limited way, but is inadequate to secure the full measure of publicity required.

ADVERTISING METHODS.

To accomplish this successfully we resort to advertising. From time to time we issue appropriate circulars in which, among other items, we call particular attention to our cough syrup. These circulars are of modest size, about 6 by 9 inches, arranged in the form of a folder which can be readily enclosed in all packages wrapped at the sales counter. We also use gummed stickers, advertising the product, to attach to the outside of wrapped packages. Window displays and interior trims are employed frequently.

In following up our advertising endeavors we have taken what might be called a bold departure from the usual methods of our brother pharmacists and have had printed 500 cards, 14 by 22 inches in size, worded somewhat similar to our gummed stickers. We find much pleasure and incidentally realize an appreciable profit by conveying these cards by



A sample of the gummed stickers.

automobile to the rural districts and attaching them there to fences, trees, bridges, etc.

SELLING TO WHOLESALERS.

We go still further to provide additional outlets for the syrup by getting in touch with wholesale dealers who have agents interviewing the country store trade. We have the salesmen of these dealers solicit orders for our cough remedy as well as for other products which we prepare.

These comparatively inexpensive methods of exploiting our specialty have produced results far beyond our expectations. We are daily filling orders from wholesalers for our remedy and the demand for it by our customers at the store is at the rate of ten bottles a day. Besides these, we get large orders from the general stores in the suburban districts.

PUTTING OVER A SHAVING PREPARATION.

By Lester E. Lenrow.

I find that the quickest and best methods for introducing a preparation of my own are by advertising, by distributing samples, and by having constant displays of the product in the store.

Here is the outline of a plan that I followed with most gratifying results in the case of a shaving preparation: Owing to the speed with which newspaper advertisements mount into expense I have omitted them entirely, depending upon thorough and frequent circularization, extolling the virtues of the product, to obtain the necessary publicity.

To insure the most suitable wording for the ad. I consulted—free of charge—some of the best advertising men in the business. To do this, I collected the literature from a number of similar proprietaries on my shelves, jotting down sentences and ideas that appealed to me. With these hints and the addition of some ideas of my own I assembled from the whole an individual ad. just suited to my requirements. This advertisement I had printed plainly and neatly on a good quality of paper. A still more effective circular could be obtained, of course, by consulting a good advertising man or by getting a collection of advertisements from a newspaper and magazine clipping bureau.

DISTRIBUTING ADVERTISING MATTER.

The circular was distributed in a number of ways. I had boys place one in every house in the neighborhood, one was enclosed with each purchase and with all bills and letters mailed to customers. Many were sent to names on my mailing list, while a stack of them in a convenient place in the store for customers to pick up and read brought the preparation to the attention of possible buyers.

In sampling a preparation of especial interest to men, as is our shave lotion, I have found the best method to follow is to go after the men wherever they gather in numbers. The city hall is an excellent place to start with—admission is easy, and there one can pass out samples to the persons most likely to be interested. A return mailing card attached to the circular wrapped about the sample makes it easier for the man to order, once he has tried and liked the article. Office buildings also offer good opportunities to distribute the samples and sometimes to make an effective sales talk that results in an order on the spot.

Another plan that I have pursued in the distribution of samples to possible patrons is to mail the trial packages to a list of names of prominent professional and business men compiled from the city directory.

SAMPLES MOST EFFECTIVE.

However, the most effective sampling is carried on right in the store itself. While a customer is waiting for his purchase to be delivered, an introductory remark concerning the article, together with a skilful portrayal of its merits, often creates sales and always gives to the prospect a favorable impression of the product.

The third requirement for introducing the new preparation is to display it constantly and conspicuously. A well dressed window show, frequently changed, is invaluable. We make use of neatly painted air-brush signs, in suitable frames, and place packages of the shaving preparation around them. Besides using the window display, we place the article, accompanied by descriptive signs, in at least one spot in the store. The place selected is usually the wrapping counter, where customers cannot fail to have their attention attracted to the merchandise.

Backing up a preparation of merit by these means, we have gained recognition for and built up a lively sale on our shaving preparation. We have made a big noise over it, for the bigger the noise the better the results, providing the shouting is not carried on *ad nauseam*.

MAKING TOILET CREAM A BEST SELLER.

By Alex F. Peterson.

In planning a campaign for inducing the public to buy a new product, the thought that first occurs to one is that the desired end may be obtained by promiscuous sampling. But this scheme is expensive and its returns uncertain. Perhaps not more than one person in ten ever gives the sample a trial, and not more than one out of a hundred can be secured as a customer for the article in this way.

The next method that we are likely to think of for disposing of the preparation is by means of newspaper advertising. But my experience has proved that this form of publicity, in a

small way, at least, is almost wholly ineffective unless supplemented by free sampling or by the announcement that samples may be procured at the store. No matter how alluringly an ad. may be written, no immediate results can be obtained unless the reader is at the time contemplating the purchase of an article similar to the one advertised.

AN INTRODUCTORY OFFER.

Instead of using either of the before mentioned methods for creating sales I have, on various occasions, offered a regular size package of the goods that I wished to introduce at a substantial reduction from the regular price.

For instance, an offer, for a limited time only, of a twenty-five-cent package for ten cents brings a great many responses from a large number of people who deem it advisable, even if they are not in need of anything of the kind at the time, to invest so small an amount on the chance of getting a better article, or at least one just as good. In most cases even at the ten-cent price, there is a profit in the transaction owing to the low cost of our own-make goods.

You may be sure, too, that every purchaser, once he has paid out his money, is going to give the preparation a thorough trial. Then, granted that it has merit, a regular trade is already established, and if you have confidence in it, and guarantee it to be satisfactory or money refunded, the trade will grow by leaps and bounds. I am sure that the failure of many preparations to move is largely due to lack of confidence and enthusiasm on the part of the salesmen.

ADVERTISING THE SALE.

The advertising may be done in the newspaper, or by mailing a circular, or even by a house-to-house distribution of circulars. A time limit, of course, must be set during which the reduced price is effective.

We advertised one of our preparations, a toilet cream, by mailing circulars, and had excellent returns. In fact this is by far the best seller in the entire line of our own products, some of which had been selling for several years previous to the introduction of the toilet cream.

Ordinarily there is enough profit, even at the special price, so that the amount sold will be sufficient to cover the cost of advertising. Thus it can be seen that in addition to being the most effective, this is also the most economical method of introducing a new product.

PERSONAL PUSH SELLS A HAIR TONIC.

By Daisy A. Frick.

Personally, I have obtained the best results by demonstrating my own-make goods to each individual customer as he comes under my attention. I have confidence in my line and can get behind it and push it with enthusiasm.

To every customer who comes into the store I explain the merits of the particular article the volume of sales of which I wish to boost. I mention the names of some of the ingredients in the preparation together with their virtues. I guarantee the article to give satisfaction or to refund the purchase price.

When I know that a friend or acquaintance of the prospective customer has used the article with success I mention the fact. My clerks are instructed to keep the preparation in mind and to present the initial discourse on it to every possible user.

VALUE OF THE SELLING PLAN.

This manner of bringing the product to the attention of the customer conveys to him the impression that you are taking a personal interest in him, that you thoroughly under-

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QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What is your store's liquor policy?** *Submitted by H. Braconier, Campello, Mass.*

2. **What methods do you follow in developing a business on Fourth of July goods?** *Submitted by C. B. Wilson, Buffalo, N. Y.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by March 10.

stand what you are talking about. Furthermore, it gives you the opportunity to intelligently and convincingly answer every question that arises in the mind of the customer concerning the product's adaptability to his own particular case.

A window display, now and then, coupled with local newspaper advertising and a distribution of samples gets the public in a receptive state of mind. A descriptive circular to be used on the wrapping counter also assists, securing the attention of some people who might not otherwise be reached.

Then, when the prospective buyer gets into the store it is up to the man behind the gun to light the fuse. The personality and individuality of the clerk must close the deal.

SOME SUCCESSES.

The list of my own-make preparations is headed by my Hair Tonic, the formula of which won the first prize in the contest offered by the BULLETIN in June, 1912. This has added success to success, and I always use that fact as a talking point in making a sale of the tonic. No advertised hair tonic enjoys as many sales in our store as does our own; in fact, the sales of the other hair tonics combined do not equal it. Our Huskers' Lotion, and liniment in season, corn remedy, toothache drops, violet hand lotion, and cold cream are good trailers. Cold tablets and headache tablets, also, are sold with success.

It's the *push* behind the preparation that gets the results!

A DRUGGIST AND TWICE A GOVERNOR

By NIELS MIKKELSEN

Elected governor of Nebraska in November, 1912, by a comfortable majority, John H. Morehead was reëlected in November, 1914, by the largest majority accorded any gubernatorial candidate in the State of Nebraska for a period of 24 years.

Gov. Morehead.

Governor Morehead was for many years a druggist in the town of Barada, Nebraska, and his application to the affairs of state of those business principles acquired while in the drug trade has earned for him the sobriquet of "Nebraska's business governor."

John H. Morehead was born in Iowa, coming to Nebraska 33 years ago. For several years he worked on a farm summers, and taught school during the winter seasons. Afterwards he conducted a successful general- and drug-store business in Barada.

His first political office was that of treasurer of Richardson county, a position which he held for two terms. Later, after he had taken up a residence in Falls City, he was nominated there on the Democratic ticket for mayor and filled the office most acceptably. He represented the first senatorial district of Nebraska as State senator, in 1911 being president *pro tem* of the senate.

In 1912 he was the successful candidate for governor, and his services in that position were so satisfactory to the people that he was reëlected in 1914, at an election where party lines were but slackly drawn, particularly among the druggists of the State.

Governor Morehead's home is in Falls City. His family consists of his wife, a daughter who was recently graduated from the State University, and a son who has completed the high-school course.

If I Married Again, Would I Marry a Druggist?

Do wives of druggists ever seriously ask themselves this question? Do you suppose that such disloyalty ever, for the least fractional part of a single second, clouds the mind of your wife? Heaven forbid! Why should it? She should be tickled to death every blessed minute of her life, shouldn't she? For hasn't she drawn one of the grand prizes? But still—perhaps; who can tell? Read what the authors of the following papers have to say on the subject. Sometimes it is good to see ourselves as our wives see us.

THE QUESTION LEFT UNANSWERED.

By Mrs. Henry Bass, Abilene, Texas.

A three-weeks' bride sat alone in the evening hour, a stranger in a strange land.

From across the hall of the boarding-house came the sound of happy voices. A little family was exchanging the day's experiences, discussing the local items of the daily news, and common interests in general; gathering

Mrs. Henry Bass, Abilene, Texas.

strength and new thoughts from one another's expressions.

The sounds floated mockingly in to the lonesome little woman as she sat waiting.

Was it only three weeks ago that she left a happy fireside where every evening brothers and sisters came trooping in with laughter and funny jokes? Where the spirit of love and fun was reflected on the faces of a doting father and a kind mother? Where there was a father who stayed always young and in sympathy with his children; a mother whose boys and girls were never too big to be tucked under the cover at bedtime, with a farewell pat of affection which denoted that her first and last thought through all of the days of all the years was of her children?

Only three weeks? It seemed ages, so strangely had the young woman's life been altered.

Has he to whom she gave her all proved untrue, that she sits thus widowed so soon?

Ah, no; he is a druggist!

Through the mind of this homesick girl-wife there flitted the taunting question of a younger sister, with its appended implication: "What do you want to marry that pill-roller for? You know you don't love him." The young woman started guiltily at the trend of her thought, and smiled bravely as she assured herself that she did love him.

Was he not all that a woman could demand in a husband?

True, life was a serious matter to him. And perhaps it should be. But the little woman wondered if he need carry it so far that he even took his pleasures like an escaped jailbird. Her lip quivered slightly as she recalled the agony of one of those pitiful attempts at a holiday.

He was a man who stood for things which brought results—pills, powders, calomel tablets, and such; not for moonlight, roses, and romance. The latter belonged to foolish maidens and sighing lovers.

With a "get thee behind me, Satan," the little bride stamped her foot and ceased her vain musings. But if she married again, would she marry a druggist?

* * *

The golden dreams of motherhood, with all their wondrousness, have materialized. No time now for dreaming; just long days of ministering to a baby boy and his tiny twin sister. Colic and teething, mortal enemies of babyhood, are at their worst.

The mother is alone, as usual, and muses bitterly over the paradoxes that she is a widow,

yet has a devoted husband; that the children are orphans, yet have a kind father. Other colicky babies claim a part of a father's time and skill and patience; there is none to be spared on these. Only the hours allotted for "sleep which knits up the raveled sleeve of care" may be given to his loved ones in a druggist's household. He sacrifices some of these, and does it bravely, uncomplainingly. Yet, like an evil spirit, the old question haunts the mother:

"If I married again, would I marry a druggist?"

* * *

The druggist's wife sits alone as she did eighteen years ago. The foolish little maiden of that distant springtime has disappeared, and before the cheery fire of her comfortable library is a woman in middle life.

Settled convictions as to the world and its problems are plainly written in her face. Her "Knight of the Pill," as his daughter laughingly terms him, is in his wonted place, compounding medicines. He, too, bears the marks of battles fought and won. Not big battles always, but little ones as well. To the wife of nearly a score of years he seems the Good Samaritan—to the world. "He looks the whole world in the face; he owes not any man."

The wife is alone again, but not exactly lonely; just experiencing a bit of heartache for the broad-shouldered, solemn-faced boy, and his rosy-cheeked, laughing sister, who are away at a distant university. They have passed the colic and teething time of the nursery, have progressed through the legitimate routine of measles, whooping-cough, and chicken-pox, and then on through the "fool age" to a reasonably safe foundation on which to build.

The mother looks forward, not backward; forward to the home-coming at the holiday season. The domicile which has sheltered this boy and girl in childhood must be made to put on its best appearance; fires must burn brighter, rooms must be made cheerier, home must be made more homelike before they flit back to the old nest. No time now to think of self; it is put away with other worn garments.

Husband and father has long ago taken his place in the world as a successful business man, a useful citizen, an independent home-maker.

The firelight flares up, laughs elfishly, and asks the old question: "If you married again, would you marry a druggist?"

Would she?

IT MIGHT BE WORSE.

By Mrs. John M. Milford, Marion, Ind.

About two years ago I met a young man in a corner drug store who looked as though he was ready for the cemetery almost any time. He was very pale and raw-boned, and to tell the truth I was not very favorably impressed with him. He was quite popular with the younger set in our town, though, and was invited to most all of the social functions.

Through his experience with ladies in the store he learned the art of winning friendship; this he practiced on me. I might say that the art consisted of giving samples of vanishing cream, toilet powder, perfumes, etc.

Somehow he made of me a regular patron of the store. His many samples and my frequent trips caused our friendship to grow, and before I could realize it, he was buying me candy and calling regularly.

I cannot understand why I let him call on me for, as I said before, he was far from my ideal. For convenience, let's attribute it to his persistence, the places he took me to, and his candy.

He began calling often, finally every evening or night; evening if he could bribe the assistant to relieve him, and night if he had to close the store. By the way, he was supposed to close at ten, but somehow the clock in the store must have been fast, for he never came later than nine-thirty.

This young man's courting and those daily calls came to an end in the month of June.

We furnished a nice little cottage near the store and everything went lovely for the first month. My husband managed to have the assistant close the store four nights a week. He opened at seven-thirty, and closed the other three nights at nine-thirty himself.

At the end of the first month, however, the proprietor called him into the office and told him that heretofore he had been liberal as he realized that there was something wrong with him, but from now on he wished him to get down to business. The store was to be opened at seven. It was to be closed not earlier than ten. And so forth, and so forth, and so forth.

This strict enforcement of rules put a damper on our happiness. It took all of my husband's time at the store, and he only had two nights each week to spend with me. My, how lonesome those evenings were! Many are the nights I spent weeping, and wishing that there were no such places as drug stores.

Just think of it, a young married couple spending two nights and every other Sunday afternoon together! It was awful!

I never let on to my husband that it was killing me, until he commenced going to lodge every Wednesday, leaving but one evening for us to spend together.

I stood it as long as I could, then I told him that I could endure it no longer, that he must find another place where he could have more time to spend with me, or change his line of business.

The poor fellow tried to find a store that would give him more liberty, but this was impossible; in fact, he found none that gave him as many evenings as he was already getting. So he changed his line of business.

He went into the undertaking business, and we moved near to the parlors. His new line let him run home a dozen or more times a day, and also gave him four evenings off, as well as every Sunday. We started to live an ideal married life again.

But alas! When he had worked long enough to be of some good to the firm, its oldest member retired. This left the other member and my husband to take care of the business.

Ordinarily one would think that an undertaker is a man of leisure, or that it is a waiting business. I find that it is a waiting business; in fact it keeps me waiting all the time. Now I scarcely ever see my husband, for he works both day and night.

All day he sits in the office answering telephones, making death calls and ambulance trips. The nights he has off he must not go far from the office. He must tell exactly where he is going, and exactly when he gets back, so that the firm will know where to locate him if needed.

Many times we have made preparations to go calling, the phone would ring and, instead, my husband would take some long country drive. At other times we would step up to the box-office to purchase tickets for the theater, the clerk would say some one wanted him to call one-six-nine, and that would end the play that night. He is called at all hours of the night, and go he must, leaving me all alone.

Such is the undertaker's wife's life. So, to the drug clerk's wife let me say, "I know how to sympathize with you. But cheer up. It might be worse!"

DRUGGISTS MAKE DEVOTED HUSBANDS.

By P. E. F.

There is a charm about the drug counter which no pharmacist who loves his work will deny. It is due, I think, to his constant meeting with people of all types, who view him as their friend. This gives him a knowledge of human nature which broadens his mind. And from being a factor in alleviating all sorts of human afflictions, a man becomes kind and sympathetic.

A druggist must of necessity be very tactful, if he wants to maintain his own against the competition of the dreadful department stores.

Now, tact, kindness, and sympathy are the qualities which, brought into home life, must make it joyful.

Given health, can one want more than happiness and success?

When I met my husband many years ago, I had no thought of marrying. What! Give up my profession, and marry a druggist with a moderate salary and long working hours? But marry him I did; and I cannot say that I have, or ever shall, regret it.

What if he isn't at home every evening? Our pleasure is keener when he is off duty. As for the Sundays when he is working, I hardly mind his absence, for he is at home on a week day, instead. And what does one usually do on Sunday? Nearly all places of amusement or recreation are crowded on that day. It is much pleasanter to attend a matinee on a week day, or visit some other place of interest.

Then, again, there's not so much chance for a druggist and his wife to get tired of each other. That's pretty good consolation, when one reads of so many divorce cases in the newspapers.

You unmarried druggists, who are doubtful about the wished-for "Yes," let your little Misses consider the families of druggists whom you know. In most cases you will find

that they are very happy and contented, even though a few women thoughtlessly say that they made a mistake. For the druggist makes a devoted and attentive husband; no one can deny that.

When I am reincarnated, I shall look for the same old druggist. If I can't find him I may listen to another.

ALL WOMEN WANT DRUGGISTS!

By Mrs. Mary E. Jones, Watertown, S. D.

Husbands of all trades and professions are just like stick candy in jars, it has been said. They may look a little different, but they all taste alike, and in two months you won't know the one from the other.

A druggist's wife is the most independent mortal on the face of the globe. She can be anything she cares to be, from a furnace-stoker to a suffragette.

She is allowed full control of her home, and becomes shrewd in its management. She learns to be both maternal and paternal in the rearing of her children, and teaches them to revere the memory of their father from day to-day. When he comes home from the store to *breakfast,* tired out from his *day's* responsibilities and exertions, it is understood that "Pa is home."

The few brief waking minutes at home are spent in the way it seems to suit Pa's mood. All eyes are riveted upon his face, for by its various expressions he makes known his every thought and wish.

When I was first married, I believed every druggist's family should live near him—perhaps over the store, if possible. I've changed my mind. There are disadvantages in being too close to his place of business. No matter how many clerks are employed, he has a way of always finding something to occupy his wife's time and attention. It is best for all concerned to live miles away. Moreover, he needs the air and exercise; such things help to promote a good disposition.

The reason most druggists are such lean and hungry-looking mortals is because they confine themselves too closely to indoor life, and acquire the lunch habit. They are too avaricious. For fear of losing a sale they hastily snatch a bite at noon—usually some indigestible morsel—instead of taking time to go home and learn what good cooking is.

On Sunday, when most men are resting, the druggist is still catering to the public and keeping open house. If he goes to church, he is often introduced to his wife, never having seen her before in the new coat or bonnet. Thinking her rather good-looking, he makes eyes at her.

The druggist is an enigma of many moods. He never looks or acts twice alike. "Variety is the spice of life;" and that is why most women would choose druggists for husbands, if there were druggists enough to go around.

I AM CONTENT.

Worked up from idea submitted by Mrs. J. M. Ciechanowsky, Detroit, Mich.

I would not give full rein,
F or futile fancies lead afar,

I nducing many alien thoughts.

M y lot does not complain, nor
A m I moved to question my constraint.
R eaching, therefore, into dim corridors must
R emain a bootless task. The die
I s cast. There is no hope of
E scape, even though I would, from
D urance in this pleasing bondage.

A happy home is the appointed
G oal toward which woman faces.
A ccomplished this, with children there,
I t would be ingratitude indeed,
N ot to be thankful.

W ives of druggists should encourage them to
O verreach the narrow confines of mere trade,
U ltimately to seek the harbor of home.
L ovingly the weary one should be
D rugged in the distillate of his own fireside.

I n this way may he be kept inviolate.

M arry a druggist again? Yes; why not?
A lthough I hope the need
R emains an ever-distant thought,
R etching itself outward from what Fate
Y et holds in store for me.

A druggist is mine; I am content.

D reary hours there are, to be sure; and
R arely do the children see their father;
U nless, meeting him on the street,
G aily they pass, not knowing.
G aining the wind they scent him;
I nstant recognition ensues, and
S usie, lifted high o'erhead, is
T aken to a feast of licorice root.

WHAT THE DRUG BUSINESS HAS COME FROM

William Rowland was a "doctor of physick." He said so himself, stating, moreover, that he had descended from a long line of doctors of physick. One of his ancestors, Dr. Roger Rowland, invented a wonderful pill, and down to the time of Dr. William the family had been constantly improving the formula. One of the ingredients was moss from a dead man's skull.

This was in 1669, 245 years ago. The length of five men's lives, let us say, assuming that each attains half a hundred summers. Shakespeare had been dead fifty-three years.

In addition to being a doctor of physick, William also had the gift of tongues. At any rate he read Latin readily, although there is ample evidence that he positively refused to do his praying in that Romanish form of speech. William lived in troublous times.

Being a doctor and also a scholar, it occurred to William that he owed it to his country to translate from Latin a certain book written by Dr. John Schroder, "that most famous and faithful chymist." So Dr. Rowland rendered into English an unusual book; a book which it is the purpose of this article to treat briefly.

The title, together with the superscription, is little short of a book, in its own right. It runs like this: "The Complete Chymical Dispensatory, In Five Books: Treating of all sorts of *Metals, Precious Stones,* and *Minerals,* of all *Vegetables* and *Animals,* and things that are taken from them, as *Musk, Civet, etc.* How rightly to know them, and how they are to be used in Physick; with their several doses. The like work never Extant before, Being Very proper for all *Merchants, Druggists, Chirurgions,* and *Apothecaries;* and such ingenious Persons as study *Physick* and *Philosophy.*"

INITIALS OF WILLIAM PENN.

The book itself is very valuable. The copy now in Detroit, and which the writer has had the opportunity to inspect, is the property of Professor Joseph P. Remington. It is well bound in leather, measures 7¾x12, and contains 545 pages, without including those devoted to a comprehensive table of contents. It bears the book-plate of "William Penn, Esq., Proprietor of Pennsylvania," showing that at one time it occupied a place in the kindly Quaker's library; and in three places in the book are the initials W. P., put there in ink by Penn himself. Professor Remington paid a handsome price for the volume, securing it from a Philadelphia bookseller who was fortunate enough to pick it up.

It will be noticed that the book is divided into five sections. The first is devoted to pharmacology, which, we are told, is "a natural thing that is medicinal;" and a "natural thing that is medicinal" is "anything fit for Cure, whether it have a natural figure, or hath been wrought up by Art."

We are informed that an oil is a fat liquor, thinner than a balsam; that a syrup is a liquid full of medicinal substances, like honey made with sugar; and that a tincture usually signifies the chief part of a thing extracted by infusion to a certain color.

"In man there is bitter, and sweet, and salt, and sower, and insipid, and six hundred like, which according to their purity and strength, have divers faculties." Mixing drugs in the face of all this was no small task. Salt played an important part—that could not be denied. Salt was everywhere. "He that denyes Water to be Salt, let him to Sea!"

MERE MAN AND THE STARS.

Superstition played an important part, also. The rays that slanted down to earth from the stars—were they not sent for some purpose? Indeed, were not the stars the eyes of God; and if the All-wise Ruler beamed benignantly, could the glance possess less than healing virtue? But suppose the eyes were angry—what then? Sudden death, pestilence, and eternal damnation; nothing short of it, surely. The lore of the stars was woven into contemporary thought, much as Christian Science has mothed its way into the very interior of the fabric of our present-day civilization.

But have we yet bought the right to scorn the beliefs of our forefathers? Have we not, right now, congressmen who cure rheumatism with a potato in the pocket? Will not a

dirty stocking, tied around the neck, cure sore throat? Must not night air be kept out of bedrooms, and is there not sure and certain death in a draught?

It may be barely possible that our own house is even yet so transparently constructed that the heaving of stones is not altogether a becoming procedure.

Part two of the book under discussion is devoted to the "shop," but if we expect to find a description of the interior of a pharmacy we shall be disappointed. The author's definition of "shop" is that it is "a part of pharmacology which describes the order of Medicines, according to Ranks and Forms." Ranks later is defined as classes.

Substances used in medicine are described, as well as the preparations made from them.

SUNDRY PREPARATIONS.

A diuretic pill is interesting: "Take Venice turpentine, white vitriol, equal parts, mix them in a marble mortar till they incorporate, which is hard to be done." And here is how narcotic pills were made: "Take of the best opium 5j, infuse in aqua vitæ; dissolve it with a gentle heat, and so dry it; then add more aqua vitæ to soften it, and add two drops of oyl of cinnamon. Then take cinnamon, sugar-candy, pepper, coriander seeds, and saffron. Powder them fine, add opium dissolved, by degrees mixing the Powders; then with syrup of poppies make a mass with musk; stir it long in a mortar, and add a little oyl of been, that it dry not; keep in a moist place.

"They take away pain, and cause sleep."

Pills "against cough" were made of storax, laudanum, olibanum, myrrh, licorice, ambergris, saffron, syrup of citron-peel, and spirit of wine. "They thicken the thin catarrhs and salt that fall from the head to the breath, and stop the boyling of humors. They stop the worst cough and the greatest catarrhs."

During all the years that have intervened we have improved but little on the scope of the claim made in the last clause, just quoted. We have merely added a few attachments, one of them being testimonials from ministers, to prove the contention.

Another formula contains the "grease of a boar pigg," washed earthworms, and the "moss of a dead man's skull, not buried." The last named ingredient has already been mentioned, and one reason for mentioning it again is that in connection with this formula we find a note which reads thus:

"The moss of a dead man's skull is to be taken in the increase of the moon, and when she is in a good House of Venus, not of Saturn or Mars; and you must use it when the sun is in Libra."

IN THE MINERAL KINGDOM.

The next book treats of minerals. These are classed as physical earths, and "have divers names according to their matrix, colour, propriety, region or circumstances."

Bole is described as a pale-red earth impregnated chiefly with iron vapors. The pure, without sand, is said to be the best. This should be made fine as chalk, with water, and "when eaten melts like butter." It is good to stop fluxes, to thicken humors, and to drive away putrefactions.

A ruby is said to grow in a stony matrix, to be first white, then by degrees growing ripe and turning red. If it be worn or drunk it preserves from the plague, resists sadness, restrains lust, drives away evil thoughts and frightful dreams, and keeps the body safe. If a misfortune is impending it signifies it by turning a darker color; when the danger is past, it returns to its old complexion.

Here is mentioned a preparation of talcum worth while! Beneath the process for preparing it we find this note: "They say that if the face is first well washed, it will stay on a month."

There are said to be two kinds of sulphur—natural and artificial. Sometimes sulphur cleaves to chimneys where they boil vitriol; but these are only flowers of sulphur elevated from the vitriol. There is much of this in "Swedeland."

Sulphur is "hot and dry, good for the breath, opens cuts, resists putrefaction, and provokes sweat." It is "good in consumption, coughs, asthmaes, pleagues, feavors; and outwardly it cureth the itch."

Speaking of coal, Dr. Rowland says: "I know no use of it in Physick; but every one knows that an oyl drawn from it ripens wounds and softens tumors."

In the matter of extracting curative virtues from coal, we have progressed some, since the good doctor's day. The "tar-barrel" has quite outdone that famous lady that once resided in a Netherlands galosh.

VEGETABLE DRUGS.

In the next book, called "Phytolgia, or the Discourse of Plants," we find many familiar names. Some of the old-time uses of roots and herbs seem odd to us, but not many. For centuries human faith has been pinned to vegetable substances, and many of the customs and beliefs of distant days are still in vogue. No druggist needs be told this; almost daily he is brought face to face with some sort of a reminder.

Onions, we are informed, "expel tartar from the lungs."

Sarsaparilla is of three kinds. "The first comes from New Spain, which is whiter, and slenderer, and pale. The second comes from the Province of Hondures, which is ash-coloured, thicker and blacker, and better than the other. The third comes from the Province of Quitto, near Quiaquil, which is of a black ash-colour, bigger and thicker than the rest.

"It is hot and dry moderately and is used chiefly in the French pox, which it cures specifically; in catarrhs, and all diseases from thence, as the gout, etc."

Thyme was used to "stir up the appetite," valerian for sore eyes, dried violets for heat in fevers, zedoary for colic, parsley for baldness, hoarhound for spitting of blood, melissa for bad breath, senna, externally, as a wash to drive away melancholy, and golden maidenhair, by women, to guard against enchantment.

The fifth book treats of medicines derived from the animal kingdom. Right in the beginning we are told that "the toad and the spider have a great antipathy; if you put a toad under a spider, the spider will break him violently." Toads, to make good medicine, should be pierced through the head and dried in the air. Powdered toad, taken internally, cured dropsies; one pronounced incurable was thereby cured. A toad's belly hung on a string about the neck would stop bleeding of the nose. Dr. Rowland adds this note: "But I rather use of the ashes of them burnt."

HEAP GOOD MEDICINE!

Toad Oil was good, too. It was made by boiling three or four live toads in olive oil. It was used by the girls for freckles.

Compound Oil of Toads was another favorite remedy. Here is the formula and the process: "Take trotter oyl, boil it with popular of brimstone till it is red, then separate the sulphur from the oyl, and cast into it (while it is hot) toads till they be drowned therein. Strain and distil it."

The gall of a black puppy was likewise prized as a cosmetic. Laid on outwardly it cleaned up "spots in the face."

"Three drops of the blood taken from the vein under the tayl of a boar-cat drunk, will cure the falling evil, and the blood from the ear cures shingles."

"The head of a black cat, burnt to ashes, cures all diseases of the eyes, if it be thrice a day blown in."

"The Venom of Cats is only in the head and brain, and no other parts: some eat them."

Here are some of the curative agents derived from the human body: the hair; the nails; the spittle; the ear-wax; the sweat; the flesh; the blood; the grease; the skin; the gall; the brain; the heart; lice from children's heads.

"The blood of a found man, dryed gently, impregnated with Spirit of limons or vitriol, and made into troches with mirrh, cures carbuncles, given half a dram in cinnamon-water in the morning fasting."

A FAVORITE RAW MATERIAL.

But perhaps the crowning monstrosity of all is found under the head, "From the Dead Carcasse of a Man." The flesh was called mummy, and we are told that there are five kinds, the fifth being modern mummy, and prepared as follows: "Take the carcass of a red-haired man (whose blood is thinner and flesh better) whole and found, of 24 years old, not dying of disease, but killed; let it lye a day and a night in the air in clear weather, cut the flesh in pieces, and add powder of mirrh and a little aloes, imbibe it by steeping in spirit of wine, hang it up six or ten hours, and imbibe it again in spirit of wine, then hang up the pieces in a dry air in the shade, and they will be as if smoked, and without odor."

The preparations made from mummy were powder, balsam, ointment, plaster, tincture, and water.

The latter was highly recommended for its magnetic power. "If you take 3 or 9 drops of blood from a sick person, and mix them with a dram of the water aforesaid, and set them to the fire; if they mix together, he recovers in twenty-four hours; if they mix not, the man dies speedily."

And from this, and much more equally as

bad if not worse, have we risen to our present proud status. But to repeat a thought which has already been indifferently expressed, have we yet earned the right to laugh at Dr. Rowland's dispensatory, a book from the library of Wm. Penn? Perhaps we have; but possibly this is the only thought that can justify it: that 245 years from now posterity will be laughing at us, and that now is the time to get even!

One point must be admitted, however. In 1669 the science of medicine, and all other arts and sciences which that rough term may or may not be permitted to blanket, were not very well advanced. We have traveled far since then. We have at least divorced the stars and come to a better understanding with the Almighty.

We have every reason to congratulate ourselves on the progress that has been made.

THE DRUGGIST AND THE HARRISON ANTINARCOTIC LAW

There seems to be a great deal of misapprehension concerning the Harrison Antinarcotic law. And little wonder. There always is no end to trouble when a new law which is so far-reaching in consequences goes into effect. One of the reasons is that the wording of acts of this nature leaves much to the discretion and interpretation of the government.

A law passes both branches of Congress, let us say, and in due time receives the President's signature. We take up a printed copy of the measure and laboriously wade through it. By the time we have finished reading it a quarter-hundred questions are sticking to the mind like cockle-burs.

We'll go to Bill Jones, the lawyer, we say to ourselves. Bill's a friend of ours; he'll tell us.

Bill throws up both hands. "Good Lord, man, I don't know!" he exclaims. "It's all up to a few men at Washington. What interpretation they'll put on this or that no man can foretell, nor can any man accurately forecast what will be added in the way of rules and regulations. I might make a few guesses—but I never was a very good guesser.

"But understand," Bill adds, after a moment's reflection, "that what these few men at Washington do in the way of interpreting and tacking on rules and regulations is all subject, in its turn, to court interpretation. It might well happen, if the matter were carried before the proper tribunal, that a whole row of rules and regulations would be knocked down like tenpins. And let me tell you it's no easy job to ice over the bare places in a law, on the one hand, and to dodge the possibility of reversal on the other."

So there you have it. There is nothing left to do but to await word from Washington, and to nail this information as it is given out, sometimes in a mass, sometimes piecemeal, and sometimes as it is drawn out by inquiry. And herein lies a part of the value of your trade journal. It is the duty of mediums of this class to gather all the data available and to give you the benefit of a full investigation.

And they try to perform this office most faithfully, as a rule. But sometimes they seem to fail in this particular in what appears to be an altogether inexcusable manner. Yet there may be the best reason in the world, for might it not happen that the journal goes to press in the interim between the passage of the act and the promulgation of the rules and regulations? It does sometimes.

But waiving all that and getting back to the Harrison law, let it be said that even yet the measure isn't fully ironed out. There is much in the way of interpretation and perhaps a few modes of procedure still to be heard from. As they say shortly after election, "returns from some of the back districts are not all in yet."

WHAT MUST BE DONE.

However, enough is known so that, speaking broadly, no man need go astray in his general understanding of the new antinarcotic law.

To begin with, every druggist, every physician, every dentist, every veterinarian, every wholesaler, every importer, and every manufacturer who "produces, imports, manufac-

tures, compounds, deals in, sells, distributes or gives away opium or coca leaves, or any compound, salt, derivative, or preparation thereof, shall register with the collector of internal revenue of the district his name or style, place of business, and place or places where such business is to be carried on."

There are two classes of persons exempt from the above, and only two. These are employees, and Federal and other officials.

A clerk employed in a drug store does not have to register under the act. Government or State officials making purchases for the army, navy, hospitals, prisons, etc., do not have to register. Barring these exceptions, no class escapes that deals in, dispenses, compounds, sells, or gives away narcotics. Physicians, druggists, dentists, veterinarians, wholesalers, importers, manufacturers—all must register.

For the purpose of registration, a firm is considered a person. If Smith & Jones run a drug store, Mr. Smith and Mr. Jones are not required to register individually. The firm name is sufficient. The firm name registered, all members of the firm, as well as the clerks, are "in the clear," to use a railroad term.

MUST REGISTER BEFORE MARCH.

The law goes into effect March 1, 1915. Registration must be provided for before that date. The mere possession of narcotics is considered a misdemeanor under the law, and any dealer who fails to register, or fails to comply with any other provision of the act, "shall, on conviction, be fined not more than $2000 or be imprisoned not more than 5 years, or both, in the discretion of the court."

At the time of registering, it is provided that a special tax shall be paid the internal revenue collector, at the rate of $1 per annum. The first day of July is the beginning of the government's year, so those who register prior to March 1 will be required to pay only that part of a dollar which will carry them to July 1. On that date—July 1, 1915—they will be required to renew their registration, and to pay $1 for the full year—from July 1, 1915, to July 1, 1916.

In fact, the new act is a little brother to the act licensing the sale of liquor. In making application for what is known as an internal revenue liquor license you pay $25 a year, the year beginning July 1. Should you make application in March or April, say, the pro rata is figured and you pay accordingly up to July 1, when you pay again, this time the full $25, which carries you from July to July.

AN INVENTORY OF NARCOTICS.

It is stated on what we take to be good authority that druggists will be required to prepare and keep on file an inventory of all drugs covered by this law which they may have in stock March 1 when the act goes into effect. This entails a little extra effort, for they must first learn what goods are exempt and what are not. The measure does not state specifically what the drugs and preparations are that come within its scope; the list would be altogether too long. It does, however, state those preparations and remedies to which the act does *not* apply, thus drawing the line of demarcation very distinctly. Here is the way it is done:

> The provisions of this act shall not be construed to apply to the sale, distribution, giving away, dispensing or possession of preparations and remedies which do not contain more than two grains of opium, or more than one-fourth of a grain of morphine, or more than one-eighth of a grain of heroin, or more than one grain of codeine, or any salt or derivative of any of them in one fluidounce, or, if a solid or semi-solid preparation, in one avoirdupois ounce; or to liniments, ointments or other preparations which are prepared for external use only, except liniments, ointments and other preparations which contain cocaine or any of its salts, or alpha or beta eucaine or any of their salts or any synthetic substitute for them; provided, that such remedies and preparations are sold, distributed, given away, dispensed or possessed as medicines and not for the purpose of evading the intentions and provisions of this act. The provisions of this act shall not apply to decocainized coca leaves or preparations made therefrom, or to other preparations of coca leaves which do not contain cocaine.

In other words, all preparations containing *more* than two grains of opium, or one-fourth grain of morphine, or one-eighth grain of heroin, or one grain of cocaine (or any of the salts or derivatives of any of these narcotics) to the fluidounce—these must be inventoried. The same applies to solid and semi-solid preparations if they contain the amounts just mentioned to the avoirdupois ounce. Pills, tablets, powders, etc., would come under this head. All liniments, ointments, and other preparations containing cocaine or any of its salts, or alpha or beta eucaine, or any cocaine derivative, must also be listed in the inventory, as must also, of course, all the narcotic

alkaloids themselves—morphine, codeine, heroin, cocaine, etc.

The task of listing narcotic pills and tablets is comparatively easy. It will not be necessary to weigh the contents of a bottle or package. Merely read the statement of contents on the label and do a little mental calculating.

ORDERING GOODS.

On the morning of March 1, the tax paid and the inventory laid away where it can be produced if called for, the druggist is ready for business. But when he has occasion to order more goods of the class under discussion, he encounters another provision of the law. This can only be done on special blanks which he must buy from the government at a cost not to exceed $1 a hundred. Each person who registers under the act will have a number assigned to him, and this number must appear on the order blank. Orders must be made out in duplicate, one copy to be given to the salesman or mailed to the source of supply, and the other must be filed and held subject to inspection by the proper authorities for a period of two years.

These points should be borne in mind: order blanks must be secured from the local revenue collector, must be paid for, and *must be used*. In the future no jobber or manufacturer can lawfully fill a telephone order for the narcotics in question, nor can an order be filled that is not accompanied by the blank form, properly filled out. No other form except that supplied by the government will meet the requirements of the law.

A druggist cannot dispose of narcotics except on a written prescription of a physician, veterinarian, or dentist, or on a written order made out on one of the government's special blanks by some firm or person registered under the act.

PRESCRIPTION REQUIREMENTS.

Physicians, veterinarians, and dentists, before they can lawfully write a prescription for a narcotic drug, or for a preparation containing the proscribed narcotics in the quantities mentioned above, must register under the act. As stated before there is no escaping this, and to a certain degree the burden of educating the doctor seems to rest with the druggist, for in spite of all that has been said and written, the profession does not appear to understand that this is required. Not only must the doctor register, but we are informed by our Washington correspondent that he must write the registration number he gets from the government, together with his full name and address, on each individual prescription. The date also must be affixed. It will thus be seen that there can be no telephoned prescriptions for narcotics.

It has been stated that when the druggist receives a prescription of this character, he must require the patient to write thereon his full name and address, but this has not yet been confirmed. It is also stated that narcotic prescriptions compounded by druggists will have to be kept on a special file, subject to inspection by authorities—either that or the druggist will be required to keep a record of the file number assigned to such prescriptions, the name of the practitioner who wrote the prescription, and the name of the person for whom the prescription was filled. At any rate, all such prescriptions, like copies of orders to jobbers or manufacturers, must be kept, subject to inspection, for a period of two years.

IN BRIEF.

To briefly recapitulate, the cardinal points of the Harrison law, to be considered by the druggist, are these:

1. Register prior to March 1. Write at once to the internal revenue collector in your district.

2. Reregister July 1.

3. Take an inventory of all proscribed preparations on hand March 1 and file it for future use. Write to the larger manufacturers for printed lists of goods which they manufacture that come within the scope of the narcotic law. This will save a great deal of time that would otherwise be spent running through catalogues and looking up formulas.

4. Do not attempt to order this class of goods in any other way except on the blanks which may be secured from your internal revenue collector. File a duplicate and keep it two years.

5. Do not dispose of narcotics except on a prescription which bears the physician's, veterinarian's, or dentist's full name and address, his number, and the date on which the prescription was written—either on such a prescription or on an order made out on one of the government's regular form blanks, which

must bear the number, as well as the signature, of the firm or person duly registered under the act.

6. Bear in mind that if you fail to register, the mere possession of narcotics or narcotic preparations, after March 1, is a misdemeanor, and is punishable by fine or imprisonment, or both.

MY BEST PAYING SIDE-LINE—Popular-priced Pipes

23d Paper

By ROY J. FRISBAY

When we first started the sale of pipes as an adjunct to our tobacco department, there were already in our immediate vicinity two large stores devoted solely to the sale of smoking materials.

We didn't run these stores out of business. Far from it. They are still selling pipes—any amount of them. And so are we.

Attempting to establish a paying business, with two competing stores dealing exclusively in the same lines located within a stone's throw of us, may seem nonsensical—on a par with carrying sandwiches to a banquet. But it has proved the right move with us.

When habitual pipe-smokers wish to purchase any of their needfuls they gravitate toward our part of the town like red-cheeked girls to a husking-bee. They know that one of the three stores will have the desired article.

For four years now one of our show windows has been given over to the continual display of smokers' articles. On the glass of the window is a permanent sign reading, "Pipes to Fit Your Mouth and Pocketbook."

Our stock consists of all kinds, ranging from the Missouri meerschaum at a nickel a throw to the amber- and gold-trimmed genuine block meerschaum selling for ten dollars.

We have found, however, that the most popular lines are those that sell for 25 and 50 cents. These prices appeal alike to the man who does not care to invest much money in his dudeen, and to the confirmed smoker who is always on the lookout for something different from the pipe he is using at the time.

WINDOW DISPLAYS.

The window display that has brought us the best results is the one that consists of an assortment of 25- and 50-cent pipes in the original boxes of a dozen each. The assortment contains about fifteen boxes of the twenty-five-centers and ten boxes of the fifty-centers. Price tags are placed on each box, and we sell direct from the window, allowing the customer to step in and select the particular pipe that strikes his fancy.

We buy the majority of our stock from a local jobber. By concentrating our buying in this manner, we secure a better price than we would in buying small lots from a dozen and one dealers. Some items, however, we buy direct from the manufacturers, particularly those styles that we sell enough of to buy in lots of a gross or more. From time to time we buy a two-gross quantity of a popular type and run a special sale. When the calabash craze was at its height we secured 288 "seconds" that we threw in the window in one immense pile and marked at 39 cents. We sold over 250 pipes in ten days, cleaning up a profit of 14 cents on each one.

COMBINATION SALES PRODUCE RESULTS.

A combination of a 25-cent pipe, a 5-cent package of tobacco, a box of matches, and a bunch of pipe cleaners, offered at the price of 25 cents for the lot, has sold on different occasions like pink lemonade at a country circus.

During the summer months we sell many pipes to vacationists. We have made use of a package insert at this period of the year calling attention to the joys of a "jimmy-pipe" when off for a rest, far from the worries of the cities. Men going on fishing and hunting trips often drop in and buy a pipe to assist them in the proper enjoyment of their outing.

There is a college situated in our city, the freshman members of which each year let out a contract for their class pipes. While the profit on this contract is necessarily small, owing to the sharp competition, we secured it on

bids in two different years, and considered it good business, as we have been enabled to sell the boys various other articles. We gave a package of tobacco bearing the store label with each pipe sold to the collegians, and secured many permanent customers for the brand.

WOMEN BUY PIPES.

Not a small portion of our trade is secured from women who buy pipes to be used as presents. Women sometimes dislike to be seen going into a tobacconist's, and if they can secure what they wish at a drug store, they will go there in preference.

The Christmas season, of course, is the most productive. Our pipe window during the holidays is filled with the higher grades of briars, calabashes and meerschaums, with and without cases. Pipes make most suitable presents, and it has been our experience that there is more profit to be made from a Christmas line of this sort than in a general line of holiday merchandise carried by so many drug stores.

Aside from the money we make on the sales of pipes, we sell much other merchandise that is essential to the peace of mind of the smoker. Since adding the line, our receipts from the tobacco department have increased 400 per cent. Cigars and cigarettes have also grown in importance with us. Such articles as tobacco pouches and jars, pocket lighters, cleaners, and cigar and cigarette holders are in constant demand, and they all bear a liberal margin of profit.

ATTRACTING CHILDREN TO THE STORE

By THREE DRUGGISTS

Does it pay to cultivate children? Here are three druggists who return an emphatic Yes to this question. They find that the patronage of children is profitable in itself, and they make the additional point that children grow up some day, if you give them time, and that in making customers of them you are building for the future. These three short papers strike us as being pretty good. Better read them! How to get the trade of children, and how to keep it, are discussed in very interesting fashion.

HANDLE GOODS THAT APPEAL TO CHILDREN.

By Daisy A. Frick.

One of the best advertisements a store can have is the children who patronize it. To neglect them or to be discourteous to them is to defeat the object of good advertising, namely, to get more business.

Distance is usually no object to a child. If there is a store where courteous treatment is accorded him, or where a personal interest is taken in him, he will oftentimes go a great distance out of his way to trade with that store. A picture card, a bit of candy, or a treat at the soda fountain will bring a child back again and again to the same place to make his purchase.

There is every reason why a child should be given the same prompt and courteous attention granted to any other customer who comes into the store. Personal acquaintance with the children, being able to call them by name, makes them feel at home with you. And the friendship and confidence of a child is indeed a valuable asset.

From my own experience I have found that school supplies in large variety, with a few novelties at different times of the year, are essentials that will attract children. Candies, balls, ice-cream cones or other soda-fountain dainties will catch the dimes and nickels that children have been given to spend. It is well to feature gifts for children, occasionally. During last spring and summer I gave the schoolchildren in my town packages of sweet-pea seeds, as souvenirs of my store.

On one occasion a competitor of mine who sold school supplies advertised that he would give a tablet free to every child purchasing ten cents' worth of school supplies on a certain day. When the day arrived, it was the first one of the new school term. I proceeded to put a large sign on my window offering a free ice-cream cone to every child purchasing ten

cents' worth of school supplies, and it kept one boy busy serving the free ice-cream cones.

At Christmas-time I offered, as a feature, sacks of candy free to all children purchasers, or to children accompanied by parents or adults. These children are now steady customers and they make customers of their parents. When these same children grow up they are most likely to continue steady customers, and the chances are that these children's children will become my customers—if I stay in business long enough.

CANDY AND COURTESY BRING THEM.

By Harold D. Guenther, Pharm.D.

Since I have been in business I have found that the best and surest means of bringing children to the store has been to give a little candy with each purchase, even though the purchase be of stamps only. The prospect of a piece of candy makes a child want to come to my drug store when it is sent to purchase anything. Many of the children that trade with me go squares out of their way to come to the store where they know that they will be treated right.

I vary the kinds of candy according to the season of the year. For several weeks prior to Christmas season I give away clear toy candies, shaped like fishes or small animals. Around Easter-time I hand out small marshmallow eggs, and during the summer months I usually give some form of candy which does not get sticky in the warm weather.

The price I pay for the candies varies from twelve to fifteen cents a pound, with the exception of the marshmallow eggs, which are bought by count, costing forty-five cents for a box of 144 pieces.

Another method I use to attract children, particularly the smaller ones, is to give them drawing books. These books are furnished by manufacturers of infant remedies and therefore cost me nothing.

Many of the little ones who come to us on errands for their mothers are so young that they have to carry notes telling what they are after. When any of these toddlers has change coming back to him, I place it in a sealed envelope. These envelopes are furnished free of charge, by local banks, for the privilege of having the bank advertisement appear on the back. This scheme prevents the loss of any change, and is much appreciated by the parents of the child.

Many of these things may seem trivial, but every one has counted in helping me to build up a good trade with the children in this vicinity. We have developed the children's business to such an extent that the amount of the purchases made by them equals the amount of our sales to adults.

I have always treated the little ones with the same courtesy that I would accord their fathers and mothers. I greet them pleasantly, thank them after they make purchases, and always ask them to "Come again."

GREET THEM WITH A SMILE!

By Wilmer H. Schulze.

Many pharmacists regard children not as customers, but simply as errand runners. They are inclined to snub them, to wait on the older customers first, and often to compel them to hang around until all grown-ups have been accommodated. This method has cost many customers.

The child who enters a drug store does so with the same intention as the older customer; he comes to purchase something. It may be medicine for a sick parent or it may only be a stick of licorice, but whatever it is, he should be waited on cheerfully and in his proper turn.

If he is greeted with a surly "Well, what do you want?" he will fear to enter the store again. But if the youngster is met with a smile and pleasantly asked what he wants, he will long remember the questioner as a kind, accommodating man, and as he grows up he will be attracted more and more to the store.

Children while waiting in the store often talk or laugh a little boisterously. This is usually occasioned by thoughtlessness on their part, and if the busy druggist, instead of reprimanding them for their behavior, would smilingly ask them to be more quiet, perhaps at the same time giving them something to distract their attention, the noise will cease and there will be created in the minds of the children a favorable impression for the store.

A few candies given to children with their purchases will often gain them as regular customers. It may seem troublesome or even expensive to do this, but the little trouble and

expense involved is repaid many times in added business. I know of many children who pass several stores in order to come to ours, where they receive tokens for their patronage. It has a wonderful effect upon them. They come again and again, and even after they have grown into manhood and womanhood they still keep coming because of the favorable impression created in them years before.

Parents appreciate the attentions shown their little ones. They incline to patronize the store that impresses their children.

We treat the future men and women in the same manner that we do those who have already grown up. We speak kindly to them and let them know that we appreciate their patronage. This increases the number of our customers and incidentally our receipts.

DELIVERING HEAVY PACKAGES BY MOTORCYCLE

By ALBERT MARPLE

F. H. Roberts, a member of the firm of Roberts & Echols, druggists, of Glendale, California, has devised a unique method for delivering heavy ice-cream kegs and other large articles, utilizing for the work the motorcycle maintained by the firm for the delivery of small packages from the store.

When an ice-cream department was added to the business of the store a suitable means of delivery for the cumbersome kegs was the big problem which confronted the firm. Not considering the employment of an automobile feasible for the purpose, a trailer for the motorcycle was devised. Experience has shown this contrivance to be practical and efficient in every way.

It consists of a platform supported by a strong axle which, in turn, rests upon a pair of bicycle wheels with inflated tires. The platform is of sufficient size to accommodate one extra large ice-cream keg or four medium-sized ones.

The motorcycle with trailer attached.

The trailer is securely connected to the motorcycle by means of a long, curved steel rod which has spring enough to keep the platform practically level at all times. It can be attached to the rear mud guard of the machine in a few moments.

A LEADING KENTUCKY DRUGGIST

By J. W. GAYLE

Few men in Kentucky need be told who Addison Dimmitt is. Nor is it necessary to say very much about him to pharmacists outside of Kentucky.

Addison Dimmitt, president of the Newman Drug Co., Louisville, Ky., was born in Mason County, Kentucky, Sept. 24, 1865. He attended the public schools in Maysville until he was twelve years old, at which time he started to work in the drug store of Major Thomas

Addison Dimmitt, Louisville, Ky.

J. Chenoweth, of Maysville, remaining there until he was twenty-one years old. He then came to Louisville to attend the Louisville College of Pharmacy and at the same time secured a position in the old-established drug store of George A. Newman located at Fifth and Walnut Streets. He was graduated in 1888.

In 1890 the Newman Drug Co. was incorporated with Mr. Dimmitt as secretary. In 1894 Mr. Newman withdrew from the corporation and Mr. Dimmitt was elected president. The Newman Drug Co.'s growth and influence under the administration of Mr. Dimmitt has been most persistent, until to-day the Newman Drug Co. is recognized both in Louisville and Kentucky as one of the leading ethical drug stores. The Newman Drug Co.'s label means quality and service. It is a valuable asset.

Mr. Dimmitt has been honored by the druggists of his city and State with every office of

A corner of the prescription department of the Newman Drug Company's establishment.

trust within their gift. He has been secretary and president of the Louisville Botanical Club; was president and also a director of the Louisville College of Pharmacy; president of the

Another room in the prescription department. Notice the typewriter for prescription labels, and the unique prescription filing shelves at the left.

Kentucky Pharmaceutical Association; has been president of the Kentucky Board of Pharmacy, and is still a member of the board, end-

ing his third term, which makes a total of 15 years of service. He was a member of the committee that drafted the present narcotic and pure food and drug laws of Kentucky.

He has written many articles covering the practical side of the drug business and its relation to physicians. All of these articles have been published in various pharmaceutical journals in this country and several translations have appeared in journals published in German.

Mr. Dimmitt has been a member of the American Pharmaceutical Association for twenty years; he is also a member of the National Association of Retail Druggists, the Louisville Commercial Club, and the local lodge of Elks.

The factors which have perhaps contributed most to the remarkably successful career of Mr. Dimmitt are his sound business judgment and his unswerving loyalty to his own convictions. While he is uniformly courteous and tactful, eminently considerate of the rights and opinions of others, he is wholly self-reliant and independent in his conclusions, to which he adheres with fearless, unflinching fidelity.

A DISCUSSION ON PRESCRIPTION PRICING

Comments by BULLETIN READERS

In the December, 1914, issue of the BULLETIN we asked our readers if they considered a price of $1.00 too much to charge for the following prescription:

Svapnia.....1½ grains.
Codeine phosphate.....2 grains.

Make twelve powders, each containing the above.

E. E. Moore, of Detroit, Mich., who submitted the prescription to us, said that when he charged a dollar for the preparation the customer registered a strong "kick," claiming that he had been getting it filled for 50 cents.

The actual cost of the ingredients in the twelve powders, based on prices prevailing at the time they were compounded, amounted to about 66 cents, or two-thirds of the dollar charged.

Now the margin of 34 cents, aimed to cover such considerations as a suitable compounding fee, cost of doing business, and the necessity of a living profit, is surely not excessive, while the prescriptionist who dispensed the dozen powders for half a dollar actually lost 16 cents on his ingredients, to say nothing of the expense occasioned by doing the compounding.

What we desired to find out from the BULLETIN readers was whether, if the prescription was to be passed in over any of their counters, the rules would be adhered to and a legitimate profit charged, or whether, for fear of losing a customer, it would be handed out for the 50-cent figure.

WHAT DRUGGISTS THINK.

And find out we surely did. From the number of replies received not one advised compounding the powders for a lower price than would allow of a legitimate profit, and only one druggist admitted that he would dispense the prescription for as little as one dollar. All the rest considered a higher figure as the proper one to obtain.

A. W. Meier, of Van Buren, Ark., commenting on the matter, says: "I have dispensed over 53,000 prescriptions, and I yet have to fill my first one for less than cost. I cannot recall a single instance where a customer was lost by following this plan. In fact, there is great danger in filling a prescription for less than cost, for what is the below-cost druggist going to say when some other equally reliable druggist, believing in a legitimate profit, happens to get one of the below-cost prescriptions and proves to the customer that he is making only a fair profit?

"I say that one dollar is a very reasonable price for the prescription referred to."

VARIOUS OPINIONS.

Here is what Fred A. Bockmann, of Utica, New York, has to offer: "A New York State pharmacist should get at least $1.25 for the

powders, for under the Boylan law any prescription containing codeine cannot be refilled or a copy of it given out. A profit can be obtained only once; there is no chance to make anything on possible refills."

According to S. S. Ellis, of Sergeant Bluff, Iowa, a druggist should get at least $1.25 for the prescription.

Harry E. Enderlein, of Manayunk, Penn., believes in getting 100 per cent on all prescriptions that he compounds. He says that if the prescription was presented to him he would inform the customer of the high cost of the ingredients entering into it, and tell him that he would be compelled to charge 10 cents for each powder, or $1.20 for the twelve. If only half the prescription was called for, his price would be 65 cents.

HOW ABOUT THESE?

Owing to the interest evinced by BULLETIN readers in the subject of prescription pricing, we are submitting five more preparations on which the fixing of proper charges has troubled the owners of the stores at which they were presented.

Here is the first one:

Oil of hemlock.....1 fluidounce.
Oil of sassafras.....1 fluidounce.
Chloroform .....1 fluidounce.
Menthol.....2 drachms.
Powdered extract of belladonna..90 grains.
Powdered extract of Indian cannabis.....90 grains.
Powdered opium.....90 grains.
Alcohol q. s.....6 fluidounces.

M. S.: Apply locally as required.

N. L. C——, M.D.

C. C. Jenkins, of Bluejacket, Okla., charged $2.00 for this mixture. Did he get too much or too little?

Andrew C. Parse, of Pine Bluffs, Ark., placed the price of each of the two following prescriptions at $2.25:

(1) Hydrastine hydrochloride.....15 grains.
Stypticin.....15 grains.
Extract of ergot.....40 grains.
Extract of Indian cannabis.....10 grains.

Mix and make 20 capsules.

Sig.: One three times a day.

FOR HEMINGWAY'S MULE.

(2) Fluidextract of buchu.....3 fluidounces.
Spirit of nitrous ether.....2 fluidounces.
Fluidextract of nux vomica...1 fluidounce.
Tincture belladonna,
Tincture opium, ää.....4 fluidrachms.
Tincture gentian.....2 fluidounces.
Water, q. s. ad.....16 fluidounces.

Sig.: Two tablespoonfuls morning and night.

F——, V.S.

The estimated cost of the ingredients entering into the capsules amounts to $1.75. Mr. Parse thinks the $2.25 price for the capsules is too low, but finds it impracticable to get more, as the prescription is a favorite one with a local doctor and is constantly being called for.

The mixture for the mule cost $1.38 to compound, and Mr. Parse says that, taking into consideration the large dose (one ounce), the charge of $2.25 should be a satisfactory one to both the druggist and the owner of the animal.

A customer of the Layton Drug Company, Robert Birkin, manager, of Layton, Utah, objected vigorously to paying twenty-five cents and fifty cents, respectively, for the two following:

(1) Tincture belladonna....4 fluidrachms.
M. S.: Three drops in ½ teaspoonful of water every three hours. DR. T——.

(2) Creosote, beechwood....2 fluidounces.
M. S.: ½ to 1 teaspoonful in water on stove. Use as directed. DR. T——.

(Label "Poison.")

A medicine dropper was included with the tincture of belladonna. High transportation charges made the ingredients cost more to Mr. Birkin than they would to druggists more centrally located.

SELECTIONS

TRADE PIRATES AND OTHER THINGS.

Recently the writer was consulted by a clergyman concerning the probable cost of making an analysis of a proprietary rheumatism remedy.

Upon gently suggesting that the expense of an analysis would probably exceed the cost of half a dozen packages of the stuff, and also that it might be safer to consult a physician for the treatment of a case of "rheumatism," it developed that the sample had been furnished by a physician who had been using it in his private practice with extraordinary success, and that if the formula could be obtained he and his ministerial emissary were to go "cahoots" in its manufacture and sale to rheumatic humanity.

Other interesting details were likewise developed, but the most significant features of the negotiations were the theologue's complete inability to sense the moral obliquity of appropriating the fruits of some one else's labors without consent or compensation, and the readiness of the Aesculapian, who is a man of "some standing" in medical circles, to exchange the garment of professional regularity for the purple and fine linen of a patent medicine king, provided his actual connection therewith could be concealed under the convenient and all-embracing disguise of Co.

While it may be uncommon to find divinity and medicine uniting in a project of this kind, it is not unusual to find both physicians and laymen who condemn the use of patent medicines in the abstract, but are quite ready to engage in the manufacture of one, provided they can find a good seller, their idea of a "good seller" being one that already enjoys a good sale, and to appropriate without compunctions of conscience the ideas and enterprise of other men for their own benefit.

Apparently the bulk of the real thinking of the world is done by a comparatively few men, while the most of us, consciously or unconsciously, just appropriate their ideas and turn them around or inside out, and persuade other people, and perhaps ourselves as well, that they are our very own. In fact, a real new thought is about as rare as a new chemical element; most of those we think are new are combinations of thought elements that are as old as Greek philosophy.

Of course, there is a kind of special smartness required for the marketing of ideas, and this of itself is a kind of creative ability deserving of a certain amount of credit. So, also, a new combination of old things, or the standing of an old idea the other end up, may add real value not present before the combination or inversion, and for these improvements the combiners or inverters may justly claim reward.

The great naturalist, Alfred Russell Wallace, said the other day that the natural morality of man had not progressed beyond that of the maker of the first stone implement. From which, if correct, we may infer that for what seeming morality there is we are indebted to art rather than to nature, and that twentieth century honesty is either the enforced honesty of blue sky laws and pure food and drugs acts or the mechanical honesty of cash registers and other automatic devices of wood and metal.—J. H. Beal, in the *Journal of the American Pharmaceutical Association.*

BIG ARMY ORDERS.

Transactions in supplies for the armies of belligerent nations of Europe are usually negotiated secretly, yet from time to time facts leak out which indicate that enormous dealings are carried on, which in the nature of things must increase as the war continues. In various trade and other publications, within the past four weeks, transactions have been mentioned showing that orders have been placed with American manufacturers for various kinds of army necessities, by representatives of the nations now at war, amounting to considerably in excess of ten millions of dollars. A few of these transactions follow:

The French government placed orders with American manufacturers for over one million woolen shirts and one million pairs of socks for the French army. One order placed by the French government was for $900,000.00 worth of army blankets at $3.00 each, to weigh three pounds each and made of mixed wool and cotton. Another order was for 600,000 yards of cotton sheeting to be made up into cotton drawers. This in addition to an order placed earlier in the month for 300,000 yards of the

same material to be made up into hospital shirts.

Early in the month, ten thousand horses for cavalry service were purchased, and with each horse there must go forward a complete equipment, including saddle, bridle, horse blanket, saddle blanket and saddle pad. With the close of the month information was given out that further purchases of horses for both cavalry and artillery service have been placed that will run into many millions of dollars. One million five hundred thousand towels for army use have been ordered in the United States. One order was placed by the French government with a Pittsburgh steel firm for five thousand tons of bayonet and sabre steel. Several thousand tons of armor plate for motor cars and other vehicles is wanted by English and French governments.

A firm in Reading, Pa., secured a contract from the English government for fifty thousand stretchers to be used in carrying wounded from the field. The export business of the United States Steel Corporation is now totalling 2,000,000 tons a year against a former record of 1,500,000 tons.

The local press recently informed the public that the Western Cartridge Company of Alton, Illinois, had received a large ammunition order which will take the entire capacity of all their factories for six months running night and day to complete. The order was placed by New York bankers for delivery to New York, but it is not known where the ammunition is going.

These are only a few of the many orders that are being placed. Army wagons, blankets by the million, additional thousands of saddles and bridles, millions of cartridges, are wanted for English and French armies, and orders from Russia for supplies of all sorts are being rushed to the United States.

Most factories turning out textiles and other necessities are running with the three eight-hour shifts, twenty-four hours the day, in order to make deliveries on time.

Such demands on our manufacturers will consume our raw material and employ our labor, bringing new money into our country, which in the nature of things will be disseminated in all directions contributing in material and labor to the production of the supplies furnished European countries. In addition to this, other countries, principally Central American and South American nations, who formerly looked to Europe for supplies, will now draw their supplies from the United States. If capital is not hoarded by the public, removing from circulation the medium for conducting business, general activities will result, probably unparalleled in this country, sifting through all the communities of this nation, giving profitable employment to all who can and will work, which in turn will mean a big consumption of stocks carried by merchants.—*Meyer Bros. Druggist.*

THE GROWING USE OF LIQUID PETROLATUM.

Liquid paraffin has been used in toilet preparations and nasal medication for some years, but its use for internal purposes is of quite recent date. The eminent Sir William Arbuthnot Lane, whose fame for abdominal surgery has spread over the whole world, was the first, I believe, to popularize its use for internal purposes and explain its real action. From buying one or two gallons a year the hospitals are contracting for the supply of hundreds of gallons, using it for out-patients and in-patients. It is in great demand also by medical men themselves.

Its regular action on the intestines as a lubricating oil has been responsible for this increased demand. So many of our ills are due to constipation, or lack of muscular tone in the intestines, as well as overcrowding of the bacterial content of the lower bowel and the consequent autointoxication produced. From this autointoxication arise those dull headaches once called "liver," and what are popularly described as muscular rheumatic pains, while innumerable cases of seemingly severe rheumatism have been rapidly cured.

The lubricating action on the main tract of the intestines, of which we possess about 30 feet, has its many advantages. Many cases of severe anemia were found to be due to a catarrh of the particular part where iron salts are absorbed into the blood stream, as well as a consolidation of feces. I am told that it is no uncommon thing to find at the autopsies of the middle-aged that the feces are so caked that there is scarcely room for a thin stream of water to pass. It is obvious that absorption of food material cannot take place under such conditions, and the life of the patient is of short duration.

Catarrh of the intestines, which is so obsti-

nate to the action of drugs, is responsible for a very great deal of the so-called chronic bronchitis. Many braver spirits have found relief by taking white or yellow soft paraffin, thinking that the bronchial tubes were thereby oiled, and little knowing the real explanation.

When one considers the large part that the digestion and absorption of food after it has left the stomach plays in regard to our health and comfort, it is easy to see why such a substance as liquid paraffin is of such great use. The normal time for food to stay in the alimentary canal is thirty hours. There have been numerous instances of a meal taking six or seven days to pass when experiments have been conducted with bismuth. These cases, in the course of a week or two, gradually come down to 100, 80, 60, then 40 and 30 hours, showing the action in a very simple way.

The liquid paraffin enters the cecum mixed with the ileal contents, and keeps the contents of the large bowel soft. Moreover, it accelerates the passage of the feces through the large intestine, which consequently does not become overloaded. Far less bacterial action goes on, and the feces are found to contain fewer microbes. The whole of the ingested paraffin can be recovered from the stools; there is no toxic action, even with large amounts.

The dose is 4 drachms or more. With children it is a useful rule to give 2 drachms three times daily until free oil is passed; then reduce the dose to 1 drachm twice or once a day. For adults the same rule is advisable, many people taking 2 ounces twice daily for two days, then 1 ounce, continuing with a daily dose of 4 drachms after the principal meal.

The only objection put forward against its use is that it produces yellowness of the skin. There is no proof of this; indeed, this condition is one that is treated with liquid paraffin with great success, the pigmentation finally disappearing.—J. Wicliffe Peck in the *Pharmaceutical Journal and Pharmacist.*

AS MANY RATS AS HUMAN BEINGS.

When the sober pages of the reports of the United States Public Health Service refer in large type to "a sanitary menace and an economic burden," who except the initiated would dream that this tale of danger was attached to the rat?

It will astonish even the medical reader to learn that, on a conservative estimate, it is believed that in the continental United States the rat population equals the population of human beings. The Pied Piper would have an army indeed, if he tried to trail this host behind him! Yet estimates made for Great Britain and Ireland, Denmark, France and Germany coincide closely with the figure quoted for the United States. Says Dr. R. H. Creel, of the Public Health Service: "As devoid of any redeeming traits as the fly, which has been the subject of a nation-wide sanitary crusade, the rat is a greater pest because of its depredations and its possibilities for harm in the transmission and perpetuation of bubonic plague in a community."

In addition to the sanitary menace, the burden which rats lay on industry and commerce is great. The annual cost of maintaining the average rat, measured in what the creature eats and destroys, is computed by authoritative societies or bureaus in foreign countries as $1.80 in Great Britain, $1.20 in Denmark, and $1.00 in France. Dr. Creel declares that "plague is, primarily and essentially, a disease of rodents, chiefly the different species of rat, and that it is conveyed to human beings from plague-infected rats through the agency of fleas which infest the sick animal. When plague has once gained a foothold in a country, the cost of stamping out the infection will be many times the expense attendant upon the eradication of any other epidemic disease. The toll of human life may vary according to local conditions, but always the commercial prejudice against a plague-infected port and the expenditure for eliminative measures will result in heavy financial drain."

Computing the up-keep of the rat at the above-mentioned figure of one cent a day, and estimating one rat to each person of the population, the sum annually lost to this country by the depredations of the rat is $167,000,000.

Judging from the large number of complaints made by American farmers in writing to agricultural journals, the depredations of rats in the country will exceed the estimate made in Great Britain. One cent per day would be a conservative estimate, however. The same figure can safely be placed on the damage caused by the city rat.

Lantz, in the *Public Health Bulletin*, No. 30, "The Rat and its Relation to Public Health," cites the following specific cases of rat depreda-

tion. Presumably they were selected at random:

"An Iowa farmer writing to an agricultural journal reported that rats had destroyed in one winter about 500 bushels of corn of a total of 2000 bushels stored in cribs. Another farmer reported that rats had robbed him of an entire summer's hatching of three or four hundred chicks, and still another one attributed his loss in grain and poultry for one season due to rats as sufficient to pay his taxes for three years."

Lantz further quotes a Washington merchant to the effect that rats gnawed a hole in a tub containing 100 dozen eggs, and within a period of two weeks carried away 71 dozen without leaving either shell or stain.

An adult rat will on the average produce young six times yearly, and from six to twelve young in each litter. There have been known cases in which a full-grown female littered twelve times one year.

Rats can be destroyed by trapping, by poisoning, and by using natural enemies, as certain breeds of cats and dogs. To insure success to these measures it will be necessary to curtail the rat's food supply by properly disposing of garbage and table refuse and by preventing rats from gaining access to such food as is contained in pantries, groceries, markets, stables, etc. The municipal government will have to assist the efforts of citizens along this line by creating and enforcing suitable rat-proofing laws.

Merely to keep the premises clean and free of rubbish will be of little benefit, as rodents generally, even when abundant rubbish is available, prefer more secure covert, as that beneath floors, and within double walls and ceilings.

Is a ratless country a Utopia?—*Medical Review of Reviews.*

THE ROUNDABOUT ROUTE OF THE HOOKWORM.

The source of every case of hookworm disease is eggs of the parasite in the feces of infected people.

Young worms hatch from these and after four or five days become encysted and infectious.

These can gain entrance to the body through the mouth, on dirty hands, in food and water, or through the skin in any way in which the infected material comes in contact with it, chiefly as a result of going barefooted; possibly also infection through wet shoes.

The fact that one or many attacks of ground itch is a part of the life history of almost every boy living in an infected locality, whereas those from non-infected localities do not know what the disease is; that experimental hookworm infection through the skin produces lesions identically like ground itch; and the further fact that in infected localities the skin is almost daily exposed to soil and water polluted with human excreta, whereas drinking-water and food are far less exposed, all indicate that skin infection is the practical and almost the only one that actually occurs.

The worms penetrate the skin chiefly through the hair follicles and sweat pores, enter the blood stream, pass through the right heart to the lungs, into the bronchi, thence to the mouth and now are swallowed, pass through the stomach to the small intestine, where they attach themselves to the mucous membrane and develop to adult life.—*Monthly Bulletin, Indiana State Board of Health.*

STIMULATING BORAX.

When borax was first advertised in this country, some sixteen years ago, the sale of the article in packages for household use was very small, something like 200 tons per annum. It has since grown to over 4000 tons per annum. In addition to the actual sale of borax in packages there has grown up a large demand for soap, soap chips, and soap powder containing borax—20-Mule-Team Soap Chips contain as much as 25 per cent pure borax. This adds largely to the output of borax for household use, and when this is considered, the gain in the sale of borax for household consumption is much greater than 4000 tons. This increase in the consumption of borax has been produced by advertising. Practically every known medium has been used, including newspapers, magazines, billboards, paint, canvassing, sampling, street-cars, premiums, window displays, moving-picture shows, demonstrations in stores, and novelties.

The first real increase in sales was produced about eight years ago by some very extensive magazine advertising, featuring a series of American Girl pictures, which proved to be very popular. The "20-Mule Team" itself was paraded through the country, beginning at the St. Louis Exposition and winding up on Broadway, New York. Circulars and samples

were distributed on the way, and the team was preceded and followed by the borax salesmen, who used the advertising as the means of selling the retailer. Many of the retailers still think that they saw this team last year, although its last appearance was in 1904.

In 1909 the company adopted moving-pictures as the means of advertising. Twelve crews were equipped and sent out through the country. Each crew consisted of a lecturer, an operator, and a pianist. Halls and theaters were engaged by the salesmen ahead of the crews, and the retailers were supplied with free tickets to distribute to their customers. The entertainment was entitled "A Trip Through Death Valley," and was advertised on billboards and in newspapers a few days before its arrival in town. All told three million people viewed these performances, at a cost of about two and one-half cents per capita, and the increase in sales was very gratifying.—*Printers' Ink.*

SLOW-MOVING GOODS UNPROFITABLE.

The success of the chain stores which so irritate the ordinary retailer is due partly to the vigilance of their management in not allowing capital to get tied up, and therefore to become unproductive, in slow-moving stocks of goods. The United Cigar Stores, for example, send in to the managing headquarters weekly reports of the stocks on hand in every line. The instant any line moves too slowly to earn the desired profit on the capital that has been put into it, that line is marked down for sale. Experience has proved that it is better to sell such stocks at cost, or even at less, than to let them tie up capital for, perhaps, many months, with an uncertain prospect of profit on them at the end.

In other words, the earnings of that capital, when it is put into quick goods, far overbalance the loss of profit in the bargain sale of the slow goods. This is why the chain stores succeed.

Tens of thousands of retailers in many different lines are turning over their stocks only once a year when they ought to turn them over at least three times, and the young men who are growing up with these retailers are "learning the business" without learning why the profits are so small.—BENJAMIN BAKER in *World's Work.*

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

DETERMINING THE PROFIT OR LOSS OF A GIVEN DEPARTMENT.

To the Editors:

The first step in determining the profit or loss of a department is to ascertain the cost of the goods in the department. The word cost, however, is employed so loosely that one must be careful in its use, lest there arise a misunderstanding over the meaning of the term. From the druggist's point of view the cost of goods should be understood to include the price paid by him to the jobber or manufacturer for the merchandise, together with the freight, boxing and delivery charges and a certain additional percentage that must be added to cover the general expense of doing business.

Probably the majority of druggists who make an effort to compute the expenses of carrying on business use their gross sales as the basis for the calculations. To such persons it might be said that in determining selling prices, based upon cost of the goods, it is very easy to be misled. Most druggists know very well that 25 per cent added to the cost will return about 20 per cent on the sale price, but not every one realizes that 20 per cent of the sale price is not always 25 per cent above cost.

Owing to the great differences in freight rates, etc., on different kinds of goods, it is very desirable that the charges, including freight, boxing and delivery, be calculated on each bill, for in this way only can the cost be arrived at. As a matter of fact these figures do not represent the actual cost of the goods, for they do not take into account the expense of carrying on the business. But with this information one should have little trouble in determining the profit or loss from his department or side-line.

Take, as an example, the cigar department. There is no question but what this branch, with the application of the proper efforts, can be made to pay, not only for the space it occupies, but also from the net profits of its

operations it can be made to pay the entire rent of the store. Hundreds of drug stores to-day are deriving such results from their cigar departments, and this applies to every kind of community, ranging from the small town to the large city.

I urge that the druggist take a monthly inventory of his cigar department stock. If properly systematized, it is an easy matter to do this, and it tells the story of the business of that department regularly instead of leaving it to guesswork. This is best done by listing your cigars under the heads of quantities of each brand and size on hand at the close of the calendar month. After account of stock is taken, figure out the cost of each quantity. The total will give you the cost of the goods contained in your inventory. For example: your inventory December 31, figures at cost $250. During January you buy for the cigar department $100 worth of goods, giving you a total to account for in January of $350. On January 31, you take an inventory and find that the cost of the goods on hand amounts to $150, indicating that you have used during the month cigars that cost $200. If the cash receipts from your cigar department amount to $279, you have made a gross profit for the month of $79, or about 28 per cent on your sales. It must also be remembered that there are many chances for leakage and waste at the cigar counter, which can be corrected by this monthly checking system.

Hingham, Mass. GEO. A. MCDONALD.

WHY DRUGGISTS DON'T USE THE METRIC SYSTEM.

To the Editors:

I was greatly interested in the contributions to the November issue of the BULLETIN OF PHARMACY under the heading, "Has the Metric System Proved a Failure?"

1. In so far as the compounding of prescriptions is concerned, I believe the metric system has proved itself a failure. I base my opinion upon the following facts:

2. The metric system is practically disregarded by all wholesale druggists and pharmaceutical houses in the labeling of preparations.

3. Very few colleges of pharmacy, if any, teach the metric system to any extent. At least they do not require the students to arrive at doses by that method.

4. Until recently there were many druggists who did not have even a Pharmacopœia or a National Formulary—the only books using the metric system.

The system has failed in its mission to find a place with practicing physicians. This is the principal factor that has caused it to prove a failure. We can never expect the metric method to be accepted in drug stores as the standard for weights and measures until it is used to a greater extent by doctors. I venture the assertion that less than one-tenth of one per cent of all prescriptions written are in the metric system.

With the pharmacist who manufactures his U. S. P. preparations the metric system will always have a place, but apart from him it will never be very popular. HAYS ELLIS.

Vandalia, Missouri.

WHEN QUANTITY BUYING PAYS.

To the Editors:

What is the best way to determine whether or not the discounts and other inducements offered in connection with quantity purchases are worth the extra investment entailed?

For instance, I have been buying an article in five-pound lots at 50 cents a pound, and desire to know if it will pay me to buy fifty-pound lots at 45 cents. In another case, a certain remedy which I have been buying in small quantities is offered in gross lots at a discount of five per cent and one dozen free. Will it pay me to buy the twelve-dozen quantity?

Here is the way one druggist figures it. He asks himself this question: "How much would the money now tied up in surplus stock earn if otherwise invested in my business?"

In determining the answer, the essential factors that he considers are these:

1. The earning power of his capital. This may be arrived at by figuring the earning power as equivalent to the capital divided by the net profits. (Earning power = capital ÷ net profit.)

2. What the money would earn if used for taking advantage of cash discounts.

3. The selling rate of the article in question. This may be obtained from stock records that show how many times a year the goods in question are turned over.

This druggist figures that from either stand-

point his money is worth approximately two per cent a month. Therefore in the first of the foregoing problems, where the discount is 10 per cent, his answer would be that if the goods can be disposed of within five months the buying of the fifty-pound lot is a good investment. In the second problem the discount is equivalent to 13⅓ per cent (figuring the one dozen free goods as equal to 8⅓ per cent). Before buying the quantity the druggist would have to satisfy himself that the goods could be sold within about 6½ months' time in order to make the purchase a profitable one.

While a close analysis of this druggist's method might reveal a few minor flaws, the rule is a perfectly safe one to follow.

Wichita, Kansas. FRANK T. BOSWORTH.

ONE WAY TO READ A PRESCRIPTION.

To the Editors:

Here is a little incident which happened a few days ago that may be of interest to your readers. It goes to show what some people know about prescriptions. A woman brought in the following to be dispensed:

Triple Valerianates.
Upjohn No. 25.

Sig.: One after meals and at bedtime.
DR. S——.

Now near the store where I am employed is a thoroughfare called John Street. The woman said she thought the prescription read No. 25 John Street, but she had been up to that number and there wasn't any drug store there. She had then gone farther up the street until she met a policeman, who told her that John Street had no drug store.

This may sound a trifle fishy, but nevertheless it actually occurred.

Utica, N. Y. RUFUS A. MCGREGOR.

A FILTERING AID.

To the Editors:

I wonder if it has occurred to any one else that the filtering of solutions, mixtures, etc., through cotton-wool is an operation which, to conduct successfully, requires more skill than might be expected?

I have found it a good plan to keep on hand, in a covered bowl, a supply of small pieces of cotton that have been rolled between the palms of the hands into swabs such as nurses prepare for the use of surgeons. I make them of varying sizes to fit different funnels and find that even when one is snatched up in a hurry and put into a damp funnel its position is not easily shifted and that it hardly ever fails to "keep its hair on."

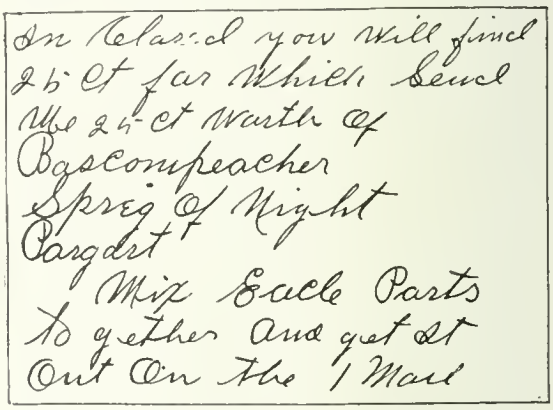
I have seen some very useful ideas in the BULLETIN OF PHARMACY and always read it with pleasure. M. MACPHERSON.

Sydney, N. S. W.

ENGLISH AS SHE IS WROTE.

To the Editors:

Enclosed find an order that we recently received. I believe you will agree with me that



it is a "humdinger." The man wanted balsam copaiba, spirit of nitre, and paregoric.

Mayfield, Ky. LEON EVANS.

A soldier without ammunition and a pharmacist without the BULLETIN are out of the running. Send it right along until I notify you to discontinue, but this will never be as long as I am a pharmacist.

Alliance, Ohio. JOHN PAMFILIE.

We enjoy the BULLETIN thoroughly throughout, but have had the worth of our money several times over from the department of "Profits and Earnings."

Garden Grove, Ia. W. H. RALEIGH & CO.

One can certainly derive a lot of benefit from this spicy monthly. It never lacks in interest from the first to the last page.

Paterson, N. J. LOUIS J. STREHL.

PRACTICAL PHARMACY

Successful Employment of Hall's Antidote for Mercuric Chloride Poisoning.—

In this department of the November, 1914, BULLETIN there was described a new antidote for corrosive sublimate poisoning devised by William A. Hall, Ph.B, of Detroit, Mich. The efficacy of the antidote depends upon the use of a modified Mayers' reagent, a general precipitant of alkaloids, in a reverse manner; Mr. Hall's contention being that a mixture of the proper amounts of potassium iodide and quinine hydrochlorate, when brought in contact with mercuric chloride in solution, will produce an insoluble compound of mercury.

Mr. Hall recommends the following procedure to be employed when treating a case of corrosive sublimate poisoning:

"Remove the stomach contents as thoroughly as possible; give plenty of whites of eggs and remove in the best way; then for every two grains of mercuric chloride supposed to have been taken, administer the following:

Potassium iodide .....7.35 grains.
Quinine hydrochlorate .....4 grains.
Dissolve in water.....4 fluidounces.

"The antidote forms a precipitate with the mercuric chloride, and this is insoluble in dilute acids or alkali carbonates."

G. B. Hoops, M.D., of Detroit, Mich., has recently employed the antidote with seemingly complete success in the case of a man who had taken five tablets of mercuric chloride, containing approximately ten grains of the salt.

Not until twenty hours after the man had taken the poison was the doctor called in to treat him. When the doctor arrived he found the patient in an extremely weak condition and suffering from intense pains in the abdomen.

A grain of codeine was given to relieve the pain, and then there was administered some milk and the whites of six eggs. An hour and a half later, 21½ hours after the poison had been taken, the doctor gave the patient, by mouth, the antidote suggested by Mr. Hall containing 10 grains of quinine hydrochlorate and 18 grains of potassium iodide. During that day and the next the antidote was administered four times—intravenously—making in all 40 grains of quinine hydrochlorate and 72 grains of potassium iodide that were given by intravenous injection.

The administration of the antidote was continued by mouth, one drachm of a four-ounce mixture containing 37 grains of potassium iodide and 20 grains of quinine hydrochlorate being given every two hours for 24 hours, then every four hours for 24 hours, and finally, one drachm three times daily, for a week.

The man has returned to his work apparently in good health, to all appearances none the worse for his experience. Careful and repeated examinations of the urine, made from time to time, have failed to reveal any traces of albumin.

Rhubarb in Alkaline Mixture.—

The necessity for knowing the color reactions likely to be produced when mixtures of drugs of vegetable origin are brought in contact with alkaline substances is demonstrated by the following experience of Andrew C. Parse, Pharm.D., of Pine Bluff, Arkansas:

Milk of magnesia.....4 fluidrachms.
Aromatic syrup of rhubarb.....4 fluidrachms.
Distilled water, q. s. ad.....2 fluidounces.

S.: For Baby Jones.

When this prescription was compounded, instead of producing the brownish mixture expected by the doctor, the result was a preparation with a rich red color. The doctor returned the prescription to Mr. Parse with directions "to put it up correctly this time."

Mr. Parse, however, immediately set the matter right with the doctor by compounding the prescription before his eyes and explaining to him that the apparent phenomenon occurs whenever chrysophan and emodin (principles present in rhubarb) are mixed with an alkaline solution, such as milk of magnesia, the finished product always having a red color similar to that of elixir lactated pepsin.

Mr. Parse cites as an additional example of this reaction the behavior of compound rhubarb powder, U. S. P., a mixture of rhubarb, magnesium oxide, and ginger. When this preparation is freshly made it is of a light-yellow color, but in a few days assumes a pronounced reddish shade. That the change is due to the powder absorbing moisture from the air is demonstrated by the fact that the same result may be obtained by adding a drop or two of water to the powder.

Permanent Emulsion of Oil of Turpentine, U. S. P.—

A process for making emulsion of oil of turpentine U. S. P. by using granulated acacia in place of the powdered article and by substituting 150 Cc. of lime-water for an equivalent amount of water is described in a recent issue of the *Rocky Mountain Druggist*. The object of using the lime-water is to neutralize the acid of the gum. The finished preparation is a milk-white emulsion that will not separate on standing.

Rectified oil of turpentine.....150 Cc.
Expressed oil of almond..... 50 Cc.
Syrup .....250 Cc.
Acacia, granulated .....150 Gm.
Lime-water .....150 Cc.
Water, a sufficient quantity to make...1000 Cc.

Rub the acacia with the rectified oil of turpentine and the expressed oil of almond in a dry mortar until uniformly mixed, then add 150 Cc. of water and triturate lightly and rapidly until a thick homogeneous emulsion is produced; to this add the lime-water, then the syrup in divided portions. Strain the mixture into a graduated vessel, and wash the mortar and strainer with enough water to make the product measure 1000 Cc. Mix the whole thoroughly.

A GREEN brakeman on the Colorado Mudline was making his first trip up Ute Pass. They were going up a very steep grade, and with unusual difficulty the engineer succeeded in reaching the top. At the station, looking out of his cab, the engineer saw the new brakeman and said with a sigh of relief: "I tell you what, my lad, we had a job to get up there, didn't we?"

"We certainly did," said the brakeman, "and if I hadn't put on the brakes we'd have slipped back."—*Newark News.*

BUSINESS HINTS

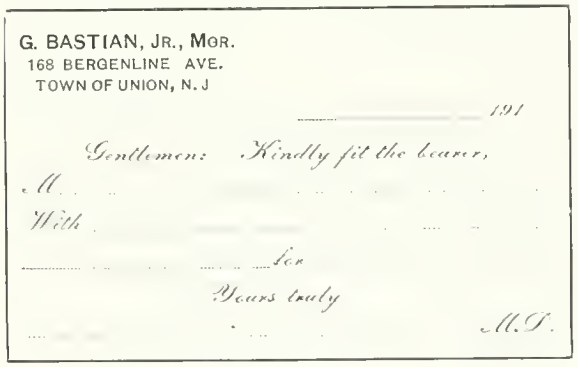
Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Selling Trusses and Elastic Hosiery.—

We are reproducing in facsimile the two sides of a card distributed by the Fred Weismann Drug Store, Union, N. J., of which G. Bastian, Jr., is the manager.

Mr. Bastian devotes considerable energy to pushing his line of trusses, elastic hosiery, surgical instruments, etc. This card serving as a prescription blank and announcement of the merchandise carried, is one of the methods used to stimulate the sale of the line.

A woman, thoroughly acquainted with the stock, is in attendance at all times, ready to look after the


G. BASTIAN, JR., MGR.
168 BERGENLINE AVE.
TOWN OF UNION, N. J

_____ 191

Gentlemen: Kindly fit the bearer,

M. _____

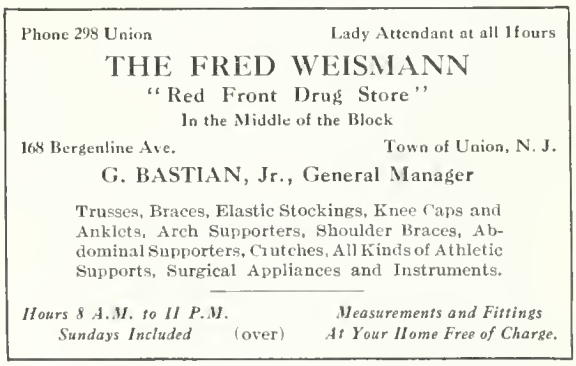
With _____

_____ *for*

Yours truly

_____ *M. J.*

The front side.


Phone 298 Union — Lady Attendant at all Hours

THE FRED WEISMANN

"Red Front Drug Store"

In the Middle of the Block

168 Bergenline Ave. — Town of Union, N. J.

G. BASTIAN, Jr., General Manager

Trusses, Braces, Elastic Stockings, Knee Caps and Anklets, Arch Supporters, Shoulder Braces, Abdominal Supporters, Crutches, All Kinds of Athletic Supports, Surgical Appliances and Instruments.

Hours 8 A.M. to 11 P.M. *Sundays Included* (over) — *Measurements and Fittings At Your Home Free of Charge.*

The back side.

wants of women customers. To accommodate any patron who is unable to come to the store Mr. Bastian, or one of his assistants, will go to the home in order to take the necessary measurements.

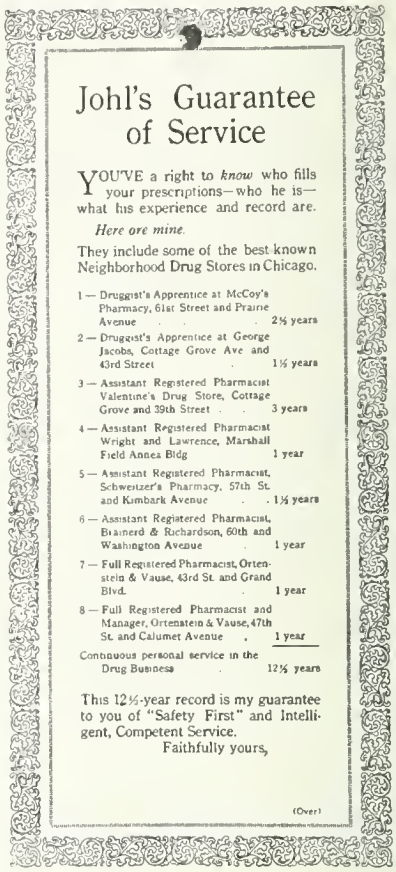
The card is of convenient size to be carried in a physician's pocket or prescription blank case, measuring 2¼ by 4 inches.

An Out-of-the-Ordinary Announcement.—

Customers in the neighborhood of the store of Walter Johl, Clark Street and Wilson Avenue, Chicago, were made acquainted with the qualifications of Mr. Johl as a prescriptionist by means of the novel announcement card shown herewith.

On the reverse of the card are six well written ads. of the goods carried by the store, together with several emergency telephone numbers for handy reference.

A small hole punched near the top makes it possible


Johl's Guarantee of Service

YOU'VE a right to *know* who fills your prescriptions—who he is—what his experience and record are.

Here are mine.

They include some of the best known Neighborhood Drug Stores in Chicago.

1—Druggist's Apprentice at McCoy's Pharmacy, 61st Street and Prairie Avenue	2½ years
2—Druggist's Apprentice at George Jacobs, Cottage Grove Ave and 43rd Street	1½ years
3—Assistant Registered Pharmacist Valentine's Drug Store, Cottage Grove and 39th Street	3 years
4—Assistant Registered Pharmacist Wright and Lawrence, Marshall Field Annex Bldg	1 year
5—Assistant Registered Pharmacist, Schweitzer's Pharmacy, 57th St. and Kimbark Avenue	1½ years
6—Assistant Registered Pharmacist, Brainerd & Richardson, 60th and Washington Avenue	1 year
7—Full Registered Pharmacist, Ortenstein & Vause, 43rd St. and Grand Blvd.	1 year
8—Full Registered Pharmacist and Manager, Ortenstein & Vause, 47th St. and Calumet Avenue	1 year
Continuous personal service in the Drug Business	12½ years

This 12½-year record is my guarantee to you of "Safety First" and Intelligent, Competent Service.

Faithfully yours,

(Over)

to hang the card beside the phone, where it may be consulted for quick use.

The card is printed with blue ink on a good quality of white cardboard and measures 4 by 9 inches. Mr. Johl gives a personal touch to the advertisement by signing his name in red ink at the bottom of each announcement.

Selling Cold Tablets and Cough Syrup by Mail.—

Kent W. Scott, manager of the F. S. Johnston Drug Co., Parsons, W. Va., is taking advantage of the delivery service offered by the parcel-post system to build up a profitable business on a cough syrup and a cold tablet put up under the company's own label.

A circular letter extolling the merits of the two preparations is sent to a selected list of rural patrons. With the first order for either the syrup or tablets a spoon for the measuring of doses is given free of charge. If both are ordered at the same time an attractive calendar and a dependable almanac are also included.

All orders are sent out the same day that they are received. The Johnston Company pays the postage on the goods as well as on all other articles ordered by mail. The "satisfaction guaranteed or money back" policy is applied to the two preparations.

To insure the safe sending of money through the mail there is enclosed with every letter sent out a coin-

mailing card having compartments for five-, ten-, twenty-five- and fifty-cent pieces.

Envelope and package enclosures and advertising blotters serve as additional helpers in bringing the cold tablets and cough syrup to the attention of possible customers.

A Pair of Trade Pullers.—

Concerning the canary bird advertisement shown here W. S. Dewoody & Co., of Pine Bluff, Ark., says: "This ad. was one of the best trade getters we ever used. It made many new acquaintances and customers for us among the canary owners. The German bird-seed mentioned costs us more to buy than does the ordinary seed, but it is distinctly better."

If You Have a Canary Bird, Read This

Canaries kept in cages often get little red insects in the feathers and under the wings. Dust them with a little "El Vampiro" Insect Powder and hang a small bag of sulphur in the top of the cage. This will soon rid them of this pest.

If your bird is droopy and won't eat or sing, try our "Canary Bird Tonic Elixir," 25c. a bottle—3 or 4 drops in drinking water.

Ask for German Mixed Bird Seed, 10c., 1-lb. package. Sold only at our store. It is never mouldy and your bird won't throw out a single seed.

Bird Manna—McAllister's, 15 cents per box.

W. L. Dewoody & Co.
DRUG STORE

SPECIAL NOTE.—If you have your rooms fumigated with formaldehyde, don't take canaries in there till the rooms have aired 2 or 3 days. Formaldehyde fumes make them very sick and blind.

25c. Is Correct

The Price of Our Celebrated

U BET CORN CURE

has always been twenty-five cents. Yes; a little higher in price than the ordinary corn cures; but it always does the work. Positively cures Hard and Soft Corns.

To-night apply it and your corn won't hurt to-morrow.

A liquid preparation—dries on the foot instantly. No pain or sore toes. If it fails to do what we claim come and get your money back.

W. L. Dewoody & Co.
PRESCRIPTION DRUGGISTS

Newspaper ads. similar to the one illustrated, together with other publicity methods used by the company to exploit the corn cure, have been so successful that nearly every competitor in town is forced by popular demand to carry in stock the little two-drachm vials of the Dewoody product.

Selling More Profitable Goods.—

A plan that is used in the store of I. Beck, San Francisco, to promote the selling of profitable goods by his clerks was described at the 1914 meeting of the California Pharmaceutical Association.

"I have a system," said Mr. Beck, "where every man that makes a sale records it by means of duplicate slips. He gives one slip to a customer and places the other on file. The following day I go over them carefully. I find perhaps that one man has made a record sale on tooth powder.

"I then ask him, 'Why is it you have not made the sale of a tooth brush, or suggested something else to the customers? Have you made such an effort?'

"Invariably he will answer truthfully and admit that he forgot to suggest articles along other lines!

"This is not done with a spirit of criticism; quite to the contrary. I get the clerks into my confidence, I coöperate with them and interest them in the art of salesmanship, so that they begin to realize that salesmanship is worth while. That is why successful sales are made and why my volume of sales has increased twenty-five per cent within a comparatively short period.

"I do not allow my clerks to unduly force anything upon customers. Here is one selling plan that I have: if a customer comes in and wants an article and it does not please her, I simply say, 'I have something better.' That has the desired effect. Invariably the customer wants to see what I have that is better than the article called for. This oftentimes leads to a profitable sale."

The Brightest Store on the Street.—

"Your store should be the brightest one on the street, and if you make it brighter than any other store on your street—that's one mighty good way to advertise," says Karl Frederick in *Tobacco*. "The way to do it is to keep your windows cleaner than your neighbors keep theirs.

"Let one person clean them at all times. It is not everybody's job; and if you try to make it so, your windows will be no brighter than those of the other stores in your neighborhood.

"The inside of the windows should be washed with tepid water applied by means of a chamois skin, using no soap or powder of any kind. Dry with a chamois and polish with cheese-cloth.

"The outside requires different treatment, however. It should be cleaned with the following mixture:

1 ounce pulverized whiting.
1 ounce grain alcohol.
1 ounce liquid ammonia.
1 pint water.

"Apply with a soft cloth, after having sprayed the window to remove surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the window will be extremely brilliant, and will remain so far longer than when washed in the ordinary way.

"If the window has become badly scratched, a filler should be applied, consisting of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks or scratches, and prevents dirt lodging in them.

"A show window thus treated will appear much brighter in the daytime than a window washed in the usual way, while if properly illuminated at night it will stand out prominently among the ordinary show windows along your street."

It Increases Stationery Sales.—

"On the inside of the pasteboard back of every pen or pencil tablet offered for sale I stamp my ad.," says F. F. Vedder, of La Harpe, Ill., in the *Western Drug Record*. "As the writer tears off the last sheet, his eyes light upon this inscription:

YOUR TABLET IS DONE!
WANT ANOTHER ONE?
GET IT AT VEDDER'S,
La Harpe, Illinois.

"I never saw this scheme used by any one else, but it has been a winner with me and the means of selling many extra tablets of stationery. Not only in school tablets, but in all others the year around I use this ad."

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Chop Suey.—

A trace of guaiacol or sodium salicylate promotes the activity of yeast. More of the same hinders or kills it. But quinine and acetanilide discourage it in any proportion.

Chalky rocks on the seashore and shallow places are formed by a marine bacterium which precipitates the calcium from the sea-water in the form of a carbonate.

Oysters left in brine for twenty-hours which contained typhoid germs, then transferred into purifying basins containing pure sea-water diluted, lost all the typhoid germs in three days.

J. F. Sacher finds that valeric acid can be titrated as closely by the sense of smell as by chemical indicators. Four trials gave results averaging very close to phenolphthalein. Eugenol, thymol, etc., can be estimated in the same manner.

Hydrogen peroxide acts slowly on starch, changing it to maltose. This action only occurs in weak solutions, since strong solutions of peroxide destroy the maltose.

There are about 200 plants for the manufacture of gasoline from natural gas in the United States. The paraffins in the gas are liquefied and then separated from other gaseous bodies.

Nitrogen-filled lamps containing tungsten wires are now made which rival the arc lights in power and efficiency, and require less care. They promise to take the place of arc lights for street lighting, etc.

The Standard Chemical Company of Pittsburgh owns 1100 acres of radium-yielding ores in Colorado and is extracting about 1 mgrm. (1/65 grain) of radium per month.

H. Heap, by extensive and careful experiments, has shown that gases in waters promote the solution of lead from lead pipes. Pure water has little solvent action on lead, but dissolved gases and some salts promote the solvent power.

Extract of malt made by extraction with ice-water and purified by precipitation with an excess of alcohol or acetone—the precipitate being the active portion—is much stronger in diastasic power than extracts made with even a moderate heat.

Professor Armstrong says that an enzyme is "a composite agent attracting or holding the hydrolyte and determining its hydrolysis, thus combining the functions of a catalyst, such as platinum black, and an acid-catalyst."

Digitalis, when taken by a normal person, is stated to reduce the sensitiveness of the eye to color, particularly to different shades of the same color.

Two German chemists claim to have made pure diastase from malt for the first time. They state that their process is applicable on a large scale.

The serum of persons afflicted with cancer is stated to be more alkaline than normal serum. This fact is thought to be applicable as a diagnostic test for cancer.

Dr. C. L. A. Schmidt says that when vegetables which are colored with copper are eaten most of the copper is eliminated with the feces, but not all. Probably the small amount remaining is very slowly eliminated.

Hydrogen peroxide acts slowly on aluminum, dissolving and penetrating it in a few weeks. Hence aluminum tanks or dishes are unsuitable for the storage or evaporation of liquids yielding free oxygen.

An Italian biologist thinks that he has discovered the organism which causes scarlet fever in a very minute parasite requiring a very high power and strong illumination for its recognition in the microscope. It belongs to the protozoa class.

The best grades of natural rubber owe their strength and toughness to a considerable proportion of a substance of pectous character, which is insoluble in the usual rubber-solvents but is gradually broken down by them.

Drs. Douglas and Kelley have purchased 27 mining claims in Colorado and have formed a National Radium Institute for the extraction of radium from the ores. The radium will not be sold, but will be used for its therapeutic effects in special hospitals in Baltimore and New York.

Tin-tin-abulation.—

Canned foods in tin always contain tin dissolved from the can, but usually the quantity is very small. When the can is opened, solution of the tin proceeds much more rapidly if the food is allowed to remain in the tin. Thus a sample of canned spinach contained 18 milligrams of tin per kilo when opened, but increased to 1038 milligrams per kilo when allowed to remain in the open can six days. The tin forms an insoluble compound with the vegetable acids and is not dissolved in the gastric juices, so is harmless, but not appetizing. Copper salts used to color vegetables also form insoluble compounds and are probably harmless.

Soil Sterilization.—

Experiments on the sterilization of soils have shown that toluene, carbon disulphide, and formaldehyde, used in proportions not exceeding 10 Cc. per square meter, are all beneficial to crops. Potassium permanganate not exceeding 5 grammes per square meter is beneficial, while larger amounts are harmful. Naphthol and creosote proved harmful even in very small proportions, and copper sulphate was beneficial in some cases and not in others. Soil sterilization is increasing in interest and value, particularly in hothouses and when the soil is used continuously.

About Anemia.—

F. W. Hoppmann states that the red corpuscles in the blood are formed through the action of albumin in the food. Albumin stimulates both the formation and the destruction of red cells, and the more albumin in the food the more red cells destroyed and the more produced. But too rich an albuminous diet fatigues or exhausts the blood-producing organs, and this is

thought to result in anemia. So he recommends that albumin should be restricted in anemia and also in plethora.

What to Eat.—

Apples, oranges, bananas, raisins, and particularly cantaloupes and potatoes, are stated to have a marked influence in reducing the formation of uric acid in the system, while plums, prunes, and cranberries are said to increase it. Tomatoes tend to decrease and cereals to increase acid formation, but meat is the most energetic stimulant to its formation.

Radium and Cancer.—

The treatment of cancer by internal administration of radium salts has not proved a success. Radium is secreted through the bowels, but very slowly, traces having been found twenty-three days after the last dose. Very small doses of radium salts are not injurious, but large doses cause hemorrhage of the stomach or lungs.

Food and Digestion.—

Meat, meat juices, and milk cause an increase in secretion of the gastric fluids in proportion to the amounts taken, but potatoes, bread, and butter do not. Increased secretion of gastric juices does not, however, always increase the rapidity of digestion. In some cases doubling the secretion scarcely hastens digestion at all.

Hardened and Harmless.—

Studies on the effects of hardened fats when used continuously as foods have thus far failed to show any injurious effects. These fats contain a small trace of nickel, but it is usually less than the mineral matters normally present in oils, and experiments thus far indicate that it is in no way injurious in these foods.

Money In It.—

The extraction of iodine and potassium salts from kelp is a growing industry and a profitable one. A large factory is developing on the Pacific coast, and Scotland capital is becoming interested for a Scottish industry. Several patents have recently been taken out in France for the treatment of seaweed.

In the Beginning.—

Organic matter (aldehyde) has been made from inorganic matter by action of sunlight on very dilute solutions of uranic and ferric hydroxides. These hydroxides are thought to convert the light energy into chemical energy and to account for the beginnings of organic matter on the earth.

A Breath Poison.—

Methyl alcohol can be absorbed in vapor in sufficient amounts to produce toxic effects, and absorption has been found to be most rapid when the proportion of vapor in the air is relatively small. Fat animals take up considerably less methyl alcohol than thin ones under the same conditions.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Chilblain Remedies and a Hair Pomade.

J. S. writes: "(1) Will you furnish me with a formula for a hair salve or pomade containing oil of cade? (2) I would also like to have a formula for a chilblain remedy."

1. The following recipe for an antiseptic hair pomade is found in the literature:

White vaselin	12 ounces.
White wax	1 ounce.
Gum benzoin (in fine powder)	1 ounce.
Oil of cade	2 drachms.
Peruvian balsam	2 drachms.

Digest the benzoin, vaselin, and wax on a water-bath for a few hours. Then strain and incorporate the oil of cade and the balsam.

2. C. K. Bushey, of Dillsburg, Pa., some time ago contributed the formula of a chilblain remedy to the BULLETIN that has since been incorporated in our book, "350 Dollar Ideas for Druggists." Mr. Bushey says that the preparation gives almost instant relief. It consists of equal parts of balsam copaiba and chloroform. Apply to the affected area. If put up in a package of reasonable size, it sells for 25 cents.

The following formula yields a liniment that relieves chilblains:

Camphor	2 drachms.
Cantharides	2 drachms.
Mustard	½ ounce.
Oil of cajuput	1 ounce.
Oil of rosemary	3 drachms.
Alkanet	2 drachms.
Oil of turpentine	10 ounces.

Macerate ten days and filter. Rub in night and morning. Do not use on a broken surface.

Collodion compounds are also used to relieve frostbite. A BULLETIN correspondent reports considerable success with the sale of compound salicylated collodion for the purpose.

A formula for a chilblain remedy in the novel form of a cone to be applied by rubbing on the affected parts has been given in a previous issue of the BULLETIN. A 60-grain pessary mold will produce a cone of the desired shape. The method of making is as follows:

Camphorated menthol	2 drachms.
Iodine	6 grains.
Tannic acid	2 drachms.
Carbolic acid	18 grains.
Powdered alum	2 drachms.
Cacao butter	13 drachms.
White wax	4 drachms.

Melt the wax and the cacao butter; while still warm add the iodine, stir until dissolved, and then add the carbolic acid, the tannic acid, and the alum. When nearing the pouring point put in the camphorated menthol and stir well while pouring. When the cones are thoroughly set, throw them out of the molds, wrap them in lead-foil, and place them in turned wood boxes such as are used for two-drachm homeopathic vials.

The camphorated menthol is the liquefied product of two parts of menthol and one part of camphor.

Greaseless Face Cream.

H. V. B. asks: "Will you publish a formula for a good greaseless face cream?"

We have published on several occasions formulas for greaseless or vanishing creams. Here is a typical preparation of which the author says:

"Physically it is a most beautiful preparation, having a satiny finish and luster that cannot be duplicated by any other method. It will stand up longer with less loss of water than any other cream on the market. To the consumer it has none of the disagreeable medicinal features so common among these creams, such as irritating or greasing the skin.

"In the beginning forgive me if I impress upon you the necessity of following the modus operandi to the letter. One of the first steps in this operation is the use of a granite-ware kettle of from 6 to 8 gallons in capacity for making the quantity contained in this formula. Weigh out accurately:

3 pounds of stearic acid.
24 ounces, av., of powdered borax.
1¾ ounces, av., of monohydrated carbonate of soda.
1½ pounds of glycerin.
18 pounds of distilled water.
Perfume to suit, q. s.

Weigh the water, glycerin, borax, and soda into a suitable vessel and cause solution by heating on a water or steam bath. When heated to the boiling point of the water-bath, gradually add the stearic acid, which has been previously granulated, stirring constantly all the time during the operation.

"Boiling distilled water should be added from time to time during the process to make up the loss by evaporation. The operator can gauge the hardness or softness of the cream according to the amount of water used in the process. Less water will stiffen the cream; more water will soften it. Under no circumstances should cold water be added to the cream during the process, and under no conditions should either hot or cold water be used after the cream has set"

Toothache Wax.

W. P. W. & Co. writes: "Kindly print a formula for making toothache wax."

Toothache "wax" or "gum" is a favorite form of toothache remedy. It consists of a waxy substance, usually yellow or white beeswax, which is sometimes colored red by keeping in a melted condition with alkanet root and then straining off the excess of root. This is mixed with anodyne substances like opium, oil of clove, chloral hydrate, etc., and then rolled into pencils, cut into appropriate lengths, wrapped in thin waxed paper, and preserved in small vials of one- or two-drachm sizes. Or a better way is to immerse cotton in the fatty mixture, then cut and wrap the mass as before. In using, cut or pinch off a piece of the pencil, warm it gently by rolling between the fingers, and insert it into the cavity of the tooth, having previously dried the latter with a pledget of cotton.

(1) Venice turpentine .....½ ounce av.
Paraffin oil .....4 fluidrachms.
Salol .....¾ ounce av.
Yellow wax .....3¼ ounces av.
Alkanet root, sufficient to color.

Triturate together the salol, turpentine, and oil, then add to the wax, previously colored with the alkanet by melting, allow the mixture to cool, and roll into sticks or pencils.

(2) Paraffin .....3 ounces av.
Burgundy pitch .....3 ounces av.
Oil of clove .....1 ounce av.
Carbolic acid .....1 ounce av.

Melt the paraffin and pitch together and add the other ingredients when nearly cold, mix with cotton and cut into short rods. Wrap in thin waxed paper, and keep in small bottles.

PELLETS.

These are similar in composition to the "wax." The mass is divided into small pills, one of which is to be inserted into the cavity of the tooth to relieve pain.

(1) Opium, powder .....2 drachms.
Pellitory root, powder.....1 drachm.
Creosote, enough to form a mass.

Make into pellets weighing about one-half grain each.

(2) Oil of clove.....40 drops.
Oil of cajuput.....40 drops.
Sweet almond oil .....90 drops.
Opium, powder .....3 drachms.
Belladonna root, powder.....3 drachms.
Pellitory root, powder.....3 drachms.
Yellow wax .....4 drachms.

Melt the wax, incorporate the almond oil, beat in the powders and then the other oils, divide into pills weighing about one-half grain, sprinkle these with powdered clove, and keep them in bottles or well-closed boxes.

A Liquid Metal Polish and a Mosquito Bite Antidote.

The M. I. E. Co. writes: "Please give us a formula for a cheap metal polishing liquid and a preparation for the relief of mosquito bites."

An efficient liquid metal polish can be obtained by using this formula:

Levigated ferric oxide..... 4 ounces.
Oil of mirbane.....12 minims.
Putz oil .....16 fluidounces.

Mix thoroughly by agitation.

Two ounces of kieselguhr may be used in place of the ferric oxide, and crystal white petroleum oil may be substituted for the putz oil.

For the relief of pain and swelling caused by mosquito bites the following has been found efficacious:

Zinc oxide (fine powder).....2 drachms.
Witch-hazel,
Bay rum,
Solution carbolic acid 5 per cent,
Diluted solution of lead subacetate, ää.....4 fluidounces.

Mix and dispense with shake label. This preparation is to be applied freely to the affected parts.

An ointment made from ordinary petrolatum with the addition of three per cent of carbolic acid and two per cent of eucalyptus oil is also used to relieve mosquito bites.

Cocaine Solutions Affected by Heat.

C. L. writes: "Will you inform me if the boiling of a solution of cocaine for the purpose of sterilizing it, injures its anesthetic or therapeutic properties?"

Solutions of cocaine are easily injured by heat, and under no conditions should they be boiled in a test-tube held over a naked flame. It has been recommended to sterilize them fractionally by heating to 60° C. for thirty minutes on three successive days. This, however, is seldom practicable, on account of the delay occasioned.

The best method to employ is to use sterile containers and sterile water in making the solutions. Recourse may be had to some germicidal agent, and in this connection carbolic acid is generally considered unobjectionable. To make a solution in this manner, weigh the desired amount of cocaine into a clean bottle and drop upon it about one and one-half minims of liquefied (95-per-cent) carbolic acid for each fluidrachm of solution, and stopper the bottle. Flow the acid about on the cocaine salt and over the whole interior of the bottle.

If the acid does not moisten the entire surface of the glass, add an equal volume of distilled water and flow as before.

Set the bottle aside for half an hour and sterilize a sufficient quantity of distilled water by boiling it for fifteen minutes. At the end of the half-hour the carbolic acid will have sterilized the cocaine and the interior of the bottle and stopper. The proper quantity of the sterile water may then be poured in and the solution finished by agitation.

Liquid Smoke.

E. D. Co. writes: "Will you furnish us a reliable formula for making, and full directions for using, a preparation known as 'liquid smoke'?"

The following is a method used in some parts of the country for imparting a smoky flavor to certain meats:

Rectified spirit of tar	2 fluidounces.
Alcohol	4 fluidounces.

Mix and add to

Crude pyroligneous acid	20 fluidounces.

Shake the whole well, and then pass the preparation through a filter wetted with the acid. If desired, caramel can be used to impart a dark color to the product.

Let the meat dry well after salting, then apply the liquid smoke to one side of the meat by means of a brush; let dry a few hours and then paint the other side. Hang up for several days. Then repeat the process. At the end of another week the meat will be ready to eat. One quart of liquid smoke is enough for 250 to 300 pounds of meat.

On page 19 of the nineteenth edition of the United States Dispensatory will be found directions for the use of crude pyroligneous acid in imparting a smoky flavor to meats.

Furniture Polish Without Turpentine

E. C. M.—"Will you kindly supply a formula for furniture polish—one that contains no turpentine?"

Furniture polishes without turpentine are like a production of Hamlet with the son of the ghost left out

Linseed oil and oil of turpentine are essential ingredients in furniture polishes, and it is not difficult to understand why this should be. The primary polish on furniture consists of a thin layer of resins which on exposure receives a coating of dust, etc., and it may be that the resin is partly saponified on the surface. Oil of turpentine is one of the best possible things to remove this coating, while it so thins the linseed oil that rubbing is simplified. The heat generated favors oxidation of the linseed oil, consequently the formation of a new layer of polish upon the original surface.

However, we are supplying two formulas, without the turpentine. These are both recommended in the literature:

(1)	Oleate of ammonia	2 ounces.
	Solution of ammonia	2 fluidounces.
	Shellac varnish (1 in 8)	6 fluidounces.
	Linseed oil	6 fluidounces.

Mix the solution and oleate, add the varnish, and shake well; then add the oil and agitate the whole thoroughly

(2)	Potassium carbonate	1 ounce.
	Soft or green soap	2 ounces.
	Yellow wax	5 ounces.
	Water	64 fluidounces.

Mix and boil the whole until a uniform cream results.

Egg-yellow Pure Food Color.

F. T. S. writes: "Will you inform me where I can get an egg-yellow pure food color in powdered form that is not a coal-tar product?"

We are not familiar with any egg-yellow coloring agents in powdered form offered on the market other than the coal-tar colors. However, the United States Department of Agriculture permits in the preparation of foods, etc., the use of what is known as certified colors. These are coal-tar derivatives from which all arsenic compounds or other injurious ingredients have been removed. Further information concerning the use of certified colors in foodstuffs, etc., may be obtained from Bulletins 76 and 117 issued by the U. S. Department of Agriculture, Washington, D. C. Certified colors are procurable from the large wholesale drug houses or from dealers in bakers' and confectioners' supplies.

An egg-yellow shade such as you wish might be obtained by using a sufficient amount of powdered turmeric to produce the desired color. Saffron is also sometimes employed to furnish varying shades of yellow.

Sodium Bicarbonate Incompatibilities.

U. D. Co. says: "We are submitting a prescription for comment. It was impossible to compound the mixture without copious effervescence."

Tincture nux vomica	3 fluidrachms.
Sodium bicarbonate	2½ drachms.
Strontium bromide	3 drachms.
Resorcin	1 drachm.
Liquor diastos, q. s.	4 fluidounces.

Sig: Teaspoonful in water after meals.

In this prescription the sodium bicarbonate is incompatible with the tincture of nux vomica, the strontium bromide, and the liquor diastos.

When sodium bicarbonate is mixed with strontium bromide in solution, strontium carbonate is precipitated and some carbon dioxide gas is liberated. Each fluidounce of liquor diastos is stated to contain, among other ingredients, five minims of dilute nitrohydrochloric acid and one-half minim of lactic acid. The amounts present of these two acids cause a liberation of carbon dioxide and a consequent effervescence when brought in contact with sodium bicarbonate.

Aspirin in Alkaline Solution.

M. H. S. desires to know if the following prescription is incompatible, and whether or not it will produce a clear solution. He also wants to know the order of procedure to follow provided it can be dispensed.

Aspirin	10 grains.
Ammonium carbonate	16 grains.
Water, q. s. ad.	1 fluidounce.

Mix. Sig.: Teaspoonful every three hours.

Aspirin is decomposed by alkalies into acetic and salicylic acids, which in turn attack the ammonium carbonate, forming to some extent the corresponding salts of ammonium and giving off carbon dioxide gas. The final result is a practically clear solution having an acid reaction and an odor of acetic acid.

If possible the physician should be consulted and advised of the incompatibility, for the prescription is probably useless for the purpose intended. If dis-

pensed the ammonium carbonate should be dissolved in the water in a graduate, and the aspirin added with stirring. A little heat should be used to aid in driving off the carbon dioxide from the solution in order that the cork may not be blown from the bottle on standing.

Indelible Laundry Ink.

H. L. S.—"Will you please publish a formula for indelible ink used in laundries; one that will not bleach or wash out? We would also like the name of a firm making such an ink."

According to the *Spatula Ink Formulary* the following is used by certain countries in the marine and naval services for marking the linen of the men, and is said to be more satisfactory than any other tried:

Silver nitrate	5 parts.
Ammonia water	10 parts.
Sodium carbonate	7 parts.
Mucilage of acacia	15 parts.
Boiling water	5 parts.

Dissolve in separate vessels, the silver nitrate in the ammonia water, and the soda in the boiling water, and mix the solutions. Finally add the mucilage, and place the mixture in full sunlight, until it turns black.

Charles M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y., manufactures a superior line of marking inks. If you write that firm, you will undoubtedly be supplied with a suitable preparation.

Library Paste.

H. E. E. says: "I would like to know how to make a library paste similar to some of the proprietary preparations on the market."

A library paste that does not easily dry up or ferment is made according to the following method:

White dextrin	9 ounces.
Water	13 fluidounces.
Oil of wintergreen (synthetic)	3 minims.
Oil of cloves	3 minims.

Heat the water to 160° F., then remove the heat and add the dextrin, stirring until dissolved. When cool add the oils and again stir, then pour into bottles or collapsible tubes. Close the containers and put them away in a cool place. After two to four weeks' time the mixture will have altered or "ripened" so that a creamy mass is obtained. If the bottles or tubes are put into a refrigerator at a temperature of about 40° F., the "ripening" will occur in a week or less.

Perfumes for Toilet Creams.

D. S. writes: "Will you please publish formulas of perfumes suitable for imparting an odor to one gallon of a toilet cream composed of gum tragacanth, glycerine, etc.?"

Among the perfumes used for a preparation of the character mentioned are the following:

(1)	Oil of bitter almonds (or benzaldehyde)	60 drops.
(2)	Oil of bitter almonds	20 minims.
	Oil of rose geranium	25 minims.
(3)	Oil of bergamot	15 minims.
	Oil of cloves	12 minims.
	Oil of lemon	12 minims.
	Oil of bitter almond	8 minims.
(4)	Oil of neroli	10 minims.
	Oil of rose geranium	20 minims.
	Oil of bergamot	30 minims.

U. S. P. Requirements for Santonin.

A. C. P. says: "The present U. S. P. gives directions for testing santonin for the absence of alkaloids. Santonin resembles the neutral principles or glucosides, and an analysis of santonica fails to show any alkaloidal bodies. Why is the test included?"

Santonin in physical appearance, degree of solubility, bitter taste, and in several other ways resembles certain alkaloids. A test establishing the absence of alkaloids is included, therefore, so that by no chance could a lot of santonin, adulterated with an alkaloid similar in appearance and cheaper in price, be able to comply with the official tests. In other words, the test is inserted as a safeguard against adulteration, either intentional or accidental.

Tincture of Green Soap.

S. M. asks: "Will you furnish a formula for tinctura saponis viridis?"

Tinctura saponis viridis is the liniment of soft soap of the United States Pharmacopœia. The formula is as follows:

Soft soap	650 grammes.
Oil of lavender flowers	20 Cc.
Alcohol, a sufficient quantity to make	1000 Cc.

Mix the oil of lavender flowers with three hundred cubic centimeters of alcohol, dissolve in this the soft soap by stirring or agitation, and set the solution aside for twenty-four hours. Then filter it through paper, adding sufficient alcohol to make the product measure one thousand cubic centimeters.

J. H. G.—We regret that we are unable to furnish you with a formula for the proprietary article you mention.

BOOKS

"Applied and Economic Botany."

This book by Henry Kraemer, Ph.D., professor botany and pharmacognosy in the Philadelphia College of Pharmacy, comes at a timely period in view of the recent agitation concerning the feasibility of growing medicinal drugs in the United States.

"Applied and Economic Botany" is particularly suitable for the instruction of students in agricultural, pharmaceutical, and medical colleges, and as a valuable reference book for chemists, food analysts, and students engaged in the morphological and physiological study of plants. It contains much information that is of value to those employed in work where a practical knowledge of botany in all its phases is essential.

Chapters are devoted to the morphology and chemistry of every important plant, as well as the cultivation of medicinal plants, microscopical technique, and derivation of plant names. An index of about 6000 titles renders the information contained in the volume easily accessible.

The book, substantially bound in cloth, consists of over 800 pages and is illustrated with 424 plates comprising about 2000 figures. It is for sale by bookdealers throughout the country, or it may be obtained from M. G. Smith, 145 North Tenth Street, Philadelphia. The price is $5.00.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition conforming to the new U. S. P. will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

AN Irishman was somewhat under the weather and he consulted a physician. The doctor said: "Patrick, you're run down a bit, that's all. What you need is animal food."

Remembering his case a few days afterward, when in that neighborhood, the doctor called upon Pat in the stable.

"Well, Pat, how are you getting on with the treatment?"

"Oh, sure, sor, Oi manage all right with the grain and oats, but it is mighty hard with the chopped hay."—*De Laval Monthly.*

CHAS. PFIZER & Co. manufacture a particularly fine line of Bismuth Preparations.

Their Bismuth Subnitrate is an exceptionally pure, white article, free from Arsenic, and is especially recommended for all therapeutic purposes.

Their Bismuth Subgallate also is highly recommended by the profession.—*Adv.*

RESULT OF ADVERTISING.

A hen, as you have doubtless heard,
Is counted a peculiar bird
And yet there are some ways of hers
That other manufacturers
Might imitate. For instance, when
She doth produce an egg, the hen
Proclaims the fact both far and near
In such a way that all may hear;
With the result that the demand
For eggs is constant in the land,
And, though the output is immense,
"Two fried" still cost us twenty cents.

—*Novelty News.*

HOTEL WAITER: "Are you the gentleman who has been ringing all the time, sir?"

Farmer Hayseed (at the electric bell): "I dunno I just lost my collar stud and was trying to dig this little un out of the wall with my knife."—*Philadelphia Public Ledger.*

So you were bound and gagged by bandits while in Italy, were you?" asked a sarcastic man of a friend who had traveled. "Regular comic-opera bandits, eh?"

"No," said the other. "There was nothing of the comic-opera style about them. The gags they used were all new."—*Tit-Bits.*

"THAT little chicken is a glutton."

"Yes; it takes a peck at a time."—*Columbia Jester.*

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has, for more than 20 years, been known for its **wide range** of Remedial Application, and for its **unchanging, uncompromising** Standard of Excellence, as an "honest, reliable pharmaceutical."

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IS ADVERTISED EVERYWHERE AND ALL THE TIME.

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Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

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LITTLE BOBBY BEATEM went with his mother to buy a pair of knickerbockers. When he had looked at all the varieties in the store, he was still dissatisfied.

"I want that pair in the window," he protested.

"These are just exactly like them," assured the clerk; "but if you want that particular pair, I'll get them for you."

And he produced them, much to Bobby's satisfaction. They bore a sign which read, "These knickerbockers cannot be beat."—*Judge.*

THE proper peroxide to choose in making a soap, cream, tooth paste or talcum powder is oftentimes a matter of some little difficulty.

Why not ask the Roessler & Hasslacher Chemical Co., 100 William St., New York, to recommend the one best suited to your needs. The company will also be glad to furnish formulas or quote prices on peroxides suitable for special preparations.

LOOKING over the form sheet one gleans the impression that the man who names race horses is the same gent who names battlefields in the Eastern theater of war.—*Detroit Tribune.*

IT'S a cinch that the man who is wedded to his art never marries her for money.

PHYSICIAN: "This man's condition is not due to drink. He's been drugged."

Policeman (turning pale and speaking timidly): "I'm afraid ye're right, sir. I drugged him all the way —a matter of a hundred yards or more."—*The Copper Kettle.*

TO OBTAIN the best returns from a display of merchandise it is essential that the goods be accompanied by descriptive price-cards printed in an attractive manner.

A practical outfit for lettering offhand your own price-cards, posters, and show-cards is offered by the Newton Automatic Shading Pen Company, Dept. R, Pontiac, Mich., for the price of $1.00 prepaid. It consists of three marking and three shading pens, together with two shades of lettering ink, a sample show card, complete instructions, figures and alphabets.

A catalogue of lettering supplies will be sent free to any one who wishes to take advantage of this easy means for increasing trade.

"WHAT is that letter?" asked the busy merchant.

"Answer to your letter to a young lady proposing matrimony. Replying to your esteemed favor, the young lady declines."

"Hum! Send her our follow-up form No. 17."—*Puck.*

In Mid-Winter Season the Sale of Diamond Dyes is Heavy.

Women buy clothes in Fall and early Winter. Many of them remodel these same clothes in the mid-winter season.

Diamond Dyes

Keep a full stock of DIAMOND DYES on hand. Be ready to supply all colors to your customers.

Why not look over your stock now, and order any colors that you need.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT, AND
200 MOUNTAIN STREET, MONTREAL, CANADA.

"EPH HOSKINS must have had some time down in New York."

Uncle Eben: "Yep. Reckon he traveled a mighty swift pace. Eph's wife said that when Eph got back and went into his room, he looked at the bed, kicked it, and said, 'What's that durn thing for?'"—*Paint Topics.*

WIFE (bitterly): "When you married me you didn't marry a cook."

Husband: "Well, you needn't rub it in."—*Judge.*

COUGHS AND COLDS are old-fashioned ailments and many people prefer an old-fashioned remedy—stick licorice—for the relief of them. Y & S, Scudder, and M & R stick licorices, packed in individual 5-cent cartons are carried by all wholesalers. Put a box of them where customers can see it.

"JOHNNY," said the teacher, "what is the name of the principal river in Egypt?"

"The Nile," was the easy rejoinder of Johnny.

"That's right," returned the teacher, encouragingly. "Now, please give me the name of the Nile's smaller tributaries."

"Juveniles, Miss Mary," answered Johnny.—*Philadelphia Telegraph.*

EDWARDS: "Will you dine with us this evening? We are going to have a pheasant."

Eaton: "And how many guests?"—*Boston Transcript.*

IF you don't carry the three sizes of Ripan's Tabules in stock, you run the risk of losing profitable sales. The 5-cent size costs 40 cents a dozen, the 25-cent size costs $2.00 and the 60-cent family size costs $4.80. All jobbers sell them.

"THE only trouble with my speech," said the remorseful man, "is that I didn't know when to stop."

"It's worse than that," replied Mr. Growcher. "The trouble is you didn't know when not to begin."—*Washington Star.*

"MIRANDY, fo' de Lawd's sake, don't let dem chickens outer dis here yard. Shut dat gate."

"What fur, Aleck; dey'll come home, won't dey?"

"'Deed dey won't. Dey'll *go* home."—*Columbia Jester.*

DOCTOR: "You'll be all right in a day or so. It's nothing but a slight cold."

Canny Patient: "I was kind o' hoping it was malaria, Doc. I've got a lot of quinine an' I hate to see it go to waste."—*Judge.*

STYLE + QUALITY

Seamless boxes in largest variety and uniform workmanship.

GILL, NORTON, MILLER

If your jobber does not handle these well-known boxes, write for samples and prices.

AMERICAN CAN COMPANY,

Chicago **NEW YORK** **San Francisco**

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

MOTHER: "Now, Freddie, if yon're disagreeable to Cousin Ethel she won't come and play with you again."

Freddie: "Is that a promise?"—*Life.*

HOSTESS (at party): "Does your mother allow you to have two pieces of pie when you are at home, Willie?"

Willie (who has asked for a second piece): "No, ma'am."

"Well, do you think she'd like you to have two pieces here?"

"Oh," confidently, "she wouldn't care. This isn't her pie!"—*Louisville Times.*

WRITE the Richmond & Backus Company, Detroit, Mich., for catalogue K. It explains a practical book-keeping method that eliminates all waste energy.

This combined ledger-duplicating statement system is a loose-leaf book that permits you to carry, not only your sales account but also your general and purchase accounts, under the same cover.

The $18.75 that the system costs is but a small fraction of its actual value to you.

"WELL, well! did you ever milk before?"

"Not exactly, but I've had a good deal of practice with a fountain pen."—*Scribner's.*

CITY BOARDER: "I suppose you hatch all these chickens yourself?"

Farmer: "No; we've got hens here for that purpose."—*Poultry Review.*

HE: "Have you read 'Freckles'?"

She (quickly): "Oh, no! That's my veil!"—*Fun.*

SINCE 1818 the Powers-Weightman-Rosengarten Co. of Philadelphia has been manufacturing chemicals of a superior quality.

The specification of P-W-R original packages has become a habit with many druggists. It's a short cut for securing chemicals of known reliability.

MRS. REREL: "I want you to kill a couple of chickens for dinner."

New Cook (late from the city): "Yes, mam. Which car shall I do it with?"—*Puck.*

"IS THIS your little boy, Aunt 'Liza?" she asked.

"Yes, miss, dat's Prescription."

"Goodness, what a funny name, aunty, for a child! How in the world did you happen to call him that?"

"Ah simply calls him dat becuz Ah has sech hahd wuk gettin' him filled."—*Pacific Drug Review.*

REMEMBER! CHERRYALLEN Fills Your Every Cherry Need.

USE CHERRYALLEN FOR

Sodas
Sundaes
Phosphates
Ices
Mixed Drinks
Hot Drinks
Every Cherry Requirement

Write for new descriptive circular if you haven't seen it. It shows these two dispensers in actual life-size cuts. Also the 1915 advertising helps

One gallon of "Cherryallen" and one gallon simple syrup make two gallons finished syrup or 256 glasses at 5c each, or $12.80. $12.80 minus $2.30 (cost of Cherryallen, simple syrup and carbonated water) leaves $10.50. $10.50 divided by 253 glasses equals 4-26/256 cents per glass profit. Figures based on use of "Cherryallen" glass. **4c profit per glass.**

THE ALLEN RED TAME CHERRY COMPANY, 101 Second National Bank Bldg., TOLEDO, OHIO.

"Father," said a small boy, "what is a demagog?"

"A demagog, my son, is a man who can rock the boat himself and persuade everybody that there's a terrible storm at sea."—*Woman's Journal.*

Specify "N. Y. Q." on orders for chemicals.

A very live young lady was keeping company with a very timid young man; finally, in desperation, while seated in a quiet place in the park, she said, "No one loves me and my hands are cold." The young man replied, "Don't worry, you know that God loves you and you can sit on your hands and warm them."—*Northern Baptist.*

Operators on Underwood Typewriters are uniformly winners in all contests for speed and accuracy.

That is one of the reasons the manufacturers say, "the machine you will eventually buy."

"What will you charge," said a young man to a jeweler, "to engrave on the inside of this ring 'From George to Alice'? It's an engagement ring, but I have to economize, you know."

"Well, sir," answered the jeweler, "I would advise that you merely have the words 'From George' and then it will do to use again."—*N. Y. World.*

Even doctors are not always literal in their prescriptions.

"You must take exercise," said the doctor to the patient of sedentary occupation. "The motor car in a case like yours gives the best exercise that—"

"But I can't afford a car on a watchmaker's pay," the patient growled disconsolately.

"Don't buy one, just dodge 'em!" said the doctor.—*Ex.*

Theolog: "My doctor says I have to take a tonic."

Medic: "Why not try beer?"

Theolog (shocked badly): "Oh, that's Teutonic."—*Boston Post.*

The Hostetter Company, 59 and 60 Water St., Pittsburg, Pa., spends thousands of dollars to keep Hostetter's Stomach Bitters before the attention of the public.

All you have to do in order to cash in on this advertising is to let the people know you have Hostetter's in stock. The constant advertising sells them. Store displays, novelty cards and illustrated booklets are furnished you by the company with every order given your jobber.

Hendricks: "Why, hello, Harry, are you married?"

Waite: "Naw! I bumped into a door."—*The Burroughs.*

Quality Fire Insurance

FOR DRUGGISTS ONLY.

When your drug store burns up, you need two things:

(1) An adjuster who can settle your loss quickly, and with fairness.

(2) A company which has the money to pay your loss, and which will pay it without delay.

The service of the A. D. F. I. Co. when you have had a fire is just what you need.

We save you money in the cost of reliable Capital Stock Insurance.

ORGANIZED BY DRUGGISTS AND CONDUCTED IN THE INTERESTS OF THE DRUG TRADE.

SURPLUS TO POLICYHOLDERS OVER $300,000.00

We are a truly cooperative company on the Capital Stock plan, and relieve you of the disadvantages of mutual insurance. We save you a large part of your insurance cost—ask for our proposition.

The American Druggists' Fire Insurance Co.

1215-1216 Mercantile Library Bldg., - CINCINNATI, OHIO.

SHE: "I suppose the duke has landed estates."

He: "Landed one every time he married; but he managed to run through 'em all."—*Boston Transcript.*

ON one occasion a census clerk, in scanning one of the forms to see if it had been properly filled up, noticed the figures 120 and 112 under the heading, "Age of father, if living." and "Age of mother, if living."

"But your parents were never so old, were they?" asked the astonished clerk.

"No," was the reply, "but they would have been if livin'."—*Everybody's.*

THE Hoffmann-LaRoche Chemical Works of New York announces that the price of Digalen to the retail drug trade is $1.00 per vial. There has been no price advance on the "Roche" specialties—Pantopon. Sedobrol and Thiocol.

"I SEE this medicine is good for man and beast."

"Yes," said the druggist.

"Gimme a bottle. I believe that is the right combination to help my husband."—*Kansas City Journal.*

"WHAT'S your clerk working at so hard?"

"He's trying to figure out some way to put ice cream into hot drinks."—*Pacific Drug Review.*

"MY word, Jacob," said Steinberg, "that is a beautiful diamond you have in your pin. How much did it cost?"

"I paid one thousand dollars," replied Jacob.

"One thousand dollars! Good gracious!" exclaimed Steinberg. "Vy, I did not know you ver vorth so much money."

"Vell, you see," exclaimed Jacob, "ven der old man died he left one thousand dollars for a stone to be erected to his memory, and dis is der stone."—*Kansas City Star.*

INK and adhesives for all purposes are supplied by Chas. M. Higgins & Co., 271 Ninth St., Brooklyn, N. Y. They offer a quick selling, profitable side-line to the alert druggist.

Send to-day for prices and discounts.

"SINCE it isn't moving it must be a scarecrow."

"That isn't a scarecrow. That's a man working by the day."—*Chicago Post.*

YOU can't go wrong when you specify "Merck's" on orders for chemicals.

Their quality is accepted as standard everywhere.

IT TAKES nerve to allow a dentist to kill one.

The Great Panama-Pacific Fair Opens This Month!

By Boat and Train Thousands upon Thousands Will Go to Sunny California.

MOTHERSILL'S REMEDY WILL BE IN DEMAND!

Wide-awake druggists in every small town or large city of the continent realize that the opening of the great Panama-Pacific Exposition at San Francisco, February 20th, will create an unprecedented demand for MOTHERSILL'S for the prevention of TRAINSICKNESS and SEASICKNESS. Thousands of people in every section of the country who dread the terrible nausea of TRAINSICKNESS will buy MOTHERSILL'S. Thousands who have never used it before will buy it this year. Are you ready to supply the demand?

Druggists who are alert to money-making opportunities will not only be prepared to supply the demand created by MOTHERSILL'S reputation and our advertising, but will suggest and recommend MOTHERSILL'S to every patron who contemplates the trip to the fair, whether by rail or water. We will help you to do this by supplying free advertising matter. Ask for it at once and get the benefit of the big 1915 demand for MOTHERSILL'S. Retails at 50 cents and $1.00. Write us for net prices to druggists. Quick action means money to you!

MOTHERSILL REMEDY CO., 503 J. HENRY SMITH BLDG., DETROIT, MICH., U. S. A.

"WHAT seems to be the trouble?" asked the editor anxiously.

"Read it and see!" said the boot and shoe advertiser.

The unhappy editor read, "If you want to have a fit, wear Jones's shoes."—*Lippincott's*

AMBITIOUS drug clerks desirous of securing a practical home training in the elements of pharmacy can do so by enrolling with the Interstate School of Correspondence, 633-641 South Wabash Ave., Chicago, Ill.

Graduates of the school have successfully passed various board examinations, enabling them to rise to higher positions in their chosen profession. Circulars giving complete information are sent upon request.

"OH, look at that scarred old hillside," exclaimed the gushing young thing.

"Yes," said her prosaic companion, "that's where it was operated on for gravel."—*Boston Post*

"THE woman threw herself into the river," read the teacher. "Her husband rushed to the bank. Now, tell me why her husband rushed to the bank."

"To get the insurance money," yelled the class.—*Chicago Tribune.*

"How far is it from here to Nome, Alaska?"

"Five hundred miles as the snow flies."—*Buffalo Express.*

WHICH?

How to define a novel,
  Where the author has paused, afraid,
On meeting a "situation,"
  To call a spade a spade,
So fills in the gap ensuing
  With printer's stars all in a row:
  * * * * *
Is it "risky" or asterisky?
  Now, that's what I'd like to know!

—*Judge.*

TEN THOUSAND American druggists are using the McCourt label system in their stores. They have realized its value in comparison with all other methods for the handling of labels.

The McCourt system provides freedom from mistakes in labeling and saves 50 to 60 per cent of the operator's time with a consequent cut in the labeling cost.

Write the McCourt Label Cabinet Co., 47 Bennet St., Bradford, Pa., mentioning the BULLETIN, if you wish to know how to stop your label losses and troubles.

"HAS he any particular personal following?"

"There are at least a dozen collection agencies after him?"—*Judge.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France
as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

IT IS A MARVEL

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"Say, waiter!" said the traveling man to the hotel waiter, "what kind of chicken do you call this?"

"That's a Plymouth Rock, I believe," replied the waiter.

"I am glad it has some claim to historical mention," said the man. "I thought it was just an ordinary cobble-stone."—*Philadelphia Public Ledger.*

Thirteen cents a day will put in your store a Number 5 Oliver typewriter especially constructed for the use of doctors and druggists. It prints symbols for prescriptions: ℞, scruple, drachm, and ounce. With it cards and labels can be easily and speedily written.

To find out all about the many fine features of this machine and the exceptionally low price at which it is sold, clip and send the coupon attached to the ad of the Typewriters Distributing Syndicate, 166-Z74 N. Michigan Blvd., Chicago, appearing elsewhere in this number of the Bulletin.

The *Christian World* says: "Here are two little-known puns of Oliver Wendell Holmes:

"The young lady is in evening dress," said a friend, one evening, referring to a rather overdressed damsel.

"The close of the day, my dear sir," remarked the witty doctor.

"That is Holmes-spun," retorted the friend.

"I'm worsted," rejoined the doctor."

Kenyon: "Nothing seems bad to me. I can see good in all things."

McMahon: "Is that so? Can you see good in a fog?"—*The Burroughs.*

A brief note sent to a druggist by a mother has in it a delightful touch of unpremeditated humor:

"My little baby has et up its father's parish plaster. Please to send an anecdote by the enclosed little girl."—*Associated Sunday Magazine.*

Attention-compelling, trade-extracting store fixtures are illustrated in the catalogue issued by the Saginaw Show Case Co., Ltd., Saginaw, Mich.

A copy will be sent any druggist who desires to know how new store equipment of the proper kind will help build up his business.

"Your cousin Sarah is such a volatile creature."

"Yes; we call her Sal Volatile."—*Boston Transcript.*

"Mrs. Chink has hit on a plan to keep her husband from smoking in the parlor."

"What did she do?"

"She hung the portrait of her three former husbands there."—*Chicago Record-Herald.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

"How did you find the roads down East, Mrs. Nurich?"

"Oh, it was very simple. We had a guide book."—*Travel Topics.*

LADY TEACHER: "Who can make a sentence with the word 'gruesome' in it?"

Little Willie: "I can! The man stopped shaving and 'gruesome' whiskers."—*Life.*

WINDOW DISPLAYS showing something different from the usual run of merchandise generally exhibited are sure attention compellers and when a prospective customer's attention is once drawn, a sale is easily made, provided the goods have the necessary element of appeal. J. J. Wade & Co., Toledo, Ohio, supply complete goldfish and aquaria outfits that offer druggists exceptional opportunities to bring people to their stores and make steady customers of them.

You can give these goldfish to your trade at no expense to yourself provided you sell at the same time a package of fish food. Just turn to the ad of J. J. Wade & Co. elsewhere in this issue for particulars concerning prices, etc.

JACK: Would you scream if I should kiss you?

Florence: Why, Jack, I have such a cold I can scarcely whisper.—*Judge.*

"OH, George, before you get your razor, I must tell you that I—I borrowed it yesterday"

"What, again!"

"Y—yes. I had to do some ripping. But it's just as good as ever. You'll never notice the difference. I sharpened it on the stove pipe."—*Cleveland Plain Dealer.*

"You can't get ahead by going backward," admonished the Wise Guy.

"How about rowing a boat?" demanded the Simple Mug.—*Fun.*

THROUGH its selling-for-cash-only policy the Grape Capsule Co., 108 Fulton Street, New York, is enabled to make some very attractive prices on soft gelatin capsules.

A price-list will be sent upon application.

A FISH PEDDLER was whipping his slow but patient horse in a residential street the other day, and crying his wares at intervals:

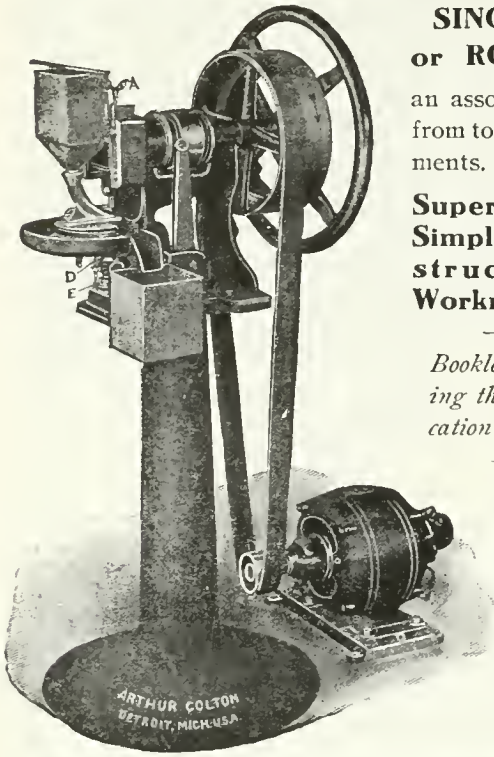
"Fresh mackerel! Fresh mackerel!"

A woman, seeing his acts of cruelty, put her head out of the window, and called to him:

"Have you no mercy?"

"No, mum," he replied; "nothin' but mackerel."—*Our Dumb Animals.*

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

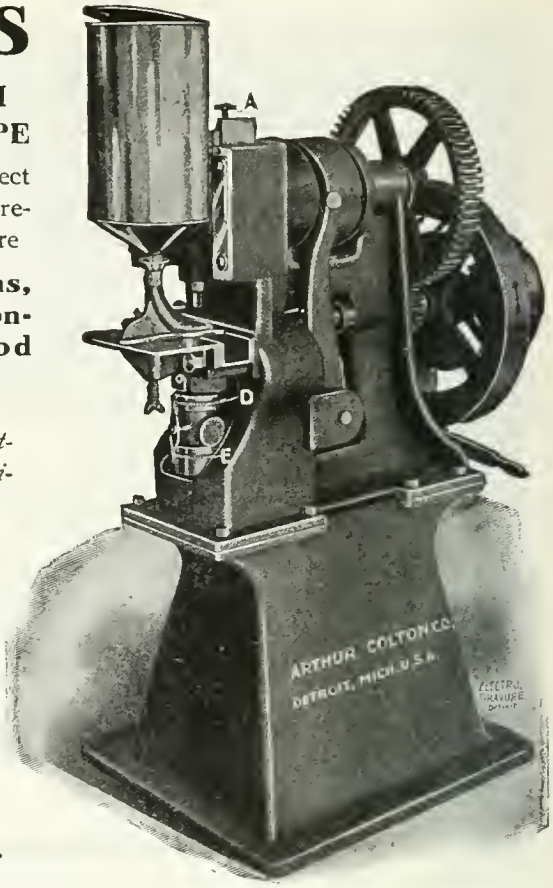
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceutical Machinery and Laboratory Appliances



794 JEFFERSON AVE. - DETROIT, MICH., U. S. A.

A DOCTOR attended an old lady from Scotland who had caught a severe cold.

"Did your teeth chatter when you felt the chill coming over you?" asked the doctor.

"I dinna ken, doctor; they were lying on the table!" was the pleasant reply.—*Judge.*

QUIZZER: "What's the matter, old man? You look worried."

Sizzer: "I have cause to. I engaged a man to trace my pedigree."

Quizzer: "Well, what's the trouble? Hasn't he been successful?"

Sizzer: "Successful! I should say he has! I'm paying him hush-money."—*Woman's Journal*

HE had waited thirty minutes for a slow waiter to bring his dinner.

"Now," he said to the waiter, "can you bring me some cheese and coffee?"

"Yes, sir; in a minute, sir."

"And," continued the diner, "while you are away you might send me a postal-card every now and then."—*Woman's Home Companion.*

"How did the cashier of your bank get into jail?"

"Left the 's' off speculation."—*Philadelphia Ledger.*

ROCKLEIGH: "I bought this picture in London. Do you think its's a genuine Titian?"

Expert: "No, I rather think it's a repetition."—*Philadelphia Public Ledger.*

SUPPOSITORIES made by the old method of melting the various constituents are not satisfactory. The active ingredients are likely to be distributed unevenly through the mass.

But when a Whitall Tatum Co. suppository machine is used the result is a solid, smooth suppository that satisfies the most critical physician. The machine is simple to operate. The thoroughly mixed mass is placed in the cylinder and a few turns of the wheel delivers perfect suppositories of the size desired. The price of the complete outfit is $9.72.

Ask the Whitall Tatum Co., 410-416 Race Street, Philadelphia, for additional information.

BOBBY had been taught to remember all his relatives when he said his prayers. One night, as he knelt at his mother's knee, he did not mention the name of a favorite aunt.

"Why, Bobby," said the mother, "you didn't say 'God bless Aunt Beatrice and make her happy.'"

"Well, mother," replied the little boy, "I don't have to say that any more. Aunt Beatrice's engaged."—*Ladies' Home Journal.*

POST CARDS FOR ALL THE SPRING HOLIDAYS.

Washington's Birthday, St. Patrick's Day and Easter

Designed, Printed and Embossed in the UNITED STATES

This is an unusual Post Card offer; a very large assortment of carefully selected designs to include three (3) holidays.

NOTE THE PRICE

ALL (3) SEASONS — $0.50 for 100 assorted. / 2.00 for 500 " / 3.50 for 1000 " — ALL (3) SEASONS

By Mail or Express F. O. B. New York.

The American News Company, Post Card, Toy and Novelty Department Nos. 9-15 PARK PLACE, **New York City.**

WAITER: "What will it be? Sauerkraut or pâté de fois gras?"

1818: "Ham and eggs. I'm neutral."—*Harvard Lampoon.*

A MAN is apt to think his latest good resolution is the best he ever broke.

PREPARATORY to the coming of spring many women are busy remodeling and renovating clothes bought during a previous season.

A full stock of Diamond Dyes, in all the colors, will prove to your women customers that you have anticipated their wants and at the same time bring many extra dimes hopping into your cash drawer.

Your jobber will supply any colors that are running low.

"THAT policeman is too conscientious to be a gardener."

"What do you mean?"

"He arrested the growth of a vine on his house when he found it was a porch-climber."—*Baltimore American.*

HOKUS: Adam and Eve couldn't run an auto.

POKUS: I'll fall for it.

HOKUS: They lacked attire.—*The Goodrich*

A MIDDLE-AGED bachelor was in a restaurant at breakfast, when he noticed this inscription on an egg:

"To Whom It May Concern: Should this meet the eye of some young man who desires to marry a farmer's daughter, 18 years of age, kindly communicate with ——, Sparta, N. J."

After reading this, he made haste to write to the girl offering marriage, and in a few days received this note:

"Too late. I am married now and have four children."—*Vezeark Star*

"350 DOLLAR IDEAS FOR DRUGGISTS" is the title of a book that describes the best business-bringing, profit-saving methods of 350 successful druggists in all sections of the United States. It offers the clever merchant many means for increasing his trade.

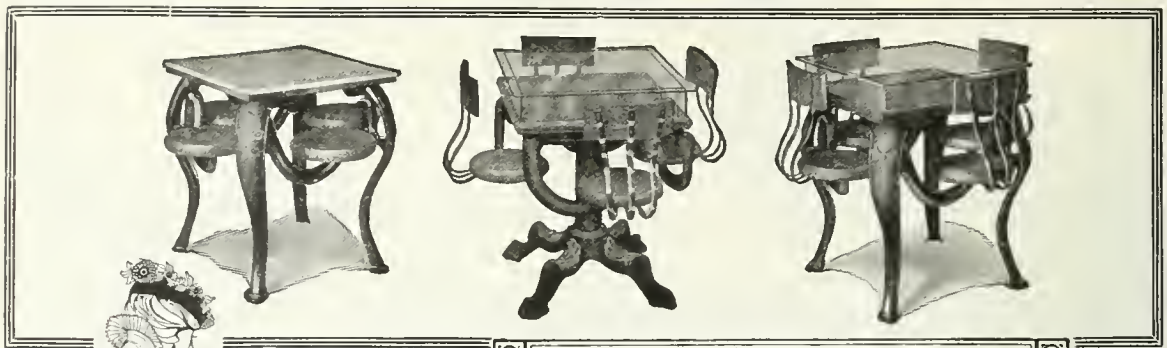
E. G. Swift, P. O. Box 484, Detroit, Mich., will send the book post-paid upon receipt of $1.00.

"WHO is that haughty-looking dark lady on the right?"

"That is Senora Juarez-Torreon-Varanza-Quilla, of Mexico."

"And what are all those badges, buttons and medals with which she is almost covered?"

"Why, she's a Daughter of Three Hundred and Twenty-nine Revolutions!"—*Judge.*



YESBERA
TOLEDO

They Do Two Very Important Things

YESBERA Display Top Soda Tables increase your serving capacity 15 per cent and give you a large amount of valuable display space. As sellers of sundries, alone, these tables pay for themselves two or three times a season, selling more than an average clerk. They catch your customer at the "psychological moment" and make extra sales for other departments. The seats are fitted with a spring device that automatically replaces them, requiring no attention. These tables add "class" to your store, and prestige to your business. Made in a large variety of styles and sizes. Massive construction, and fully guaranteed. Isn't it worth your while to investigate? Let us tell you the whole story, and quote prices.

A Full Line of Drug Store Equipment.

All kinds of fixtures for Drug Stores; Show Cases, Wall Cases, Display Stands, Stools, Metal Chairs and Tables. In writing for catalogue give street address.

THE YESBERA MFG. CO., Office 2288 Albion St., TOLEDO, OHIO.

VALPARAISO UNIVERSITY SCHOOL OF PHARMACY NEWS.—The Pharmacy Department opened this year with the largest enrolment in its history.

Inspection trips will be made from time to time by the student body to places of interest, such as to the Universal Portland Cement Co., at Buffington; the Illinois Steel Co., at South Chicago; the Chicago Gas Co.; the Standard Oil Co., at Whiting, Ind.; and Parke, Davis & Co., at Detroit, Mich.

The Pharmaceutical Association, an organization composed of students and faculty, has been successful in securing men prominent in pharmaceutical circles to address the members every few weeks. Among these men may be mentioned: Prof. W. B. Day, ex-president of the A. Ph. A.; L. E. Warren, chemist in the laboratory of the American Medical Association; O. V. R. Smith, with Parke, Davis & Co.; N. S. Amstutz, research engineer; J. A. Hynes, chief chemist, U. S. service, Chicago port of entry; H. E. Barnard, Indiana State Food and Drug Commissioner; and Hugh Craig and J. M. Barret, of the N. A. R. D.

THE Brooks Barley Co., of Boston, Mass., announces that it is now supplying Brooks Baby Barley in a new one-half pound package that retails for 15 cents.

Wholesalers are prepared to supply it at $1.20 a dozen, as well as the one-pound package at $2.00 a dozen. Samples and advertising matter are furnished to druggists desiring them.

PROFESSOR: Young man, I am 79 years old and I never smoked a shred of tobacco in my life.

Student (puffing cigar): Well, sir, you're not too old to learn, I assure you. Cato learned Greek at the age of 80, you know!"—*Detroit Tribune.*

FRITZSCHE BROTHERS, New York, distributors of high grade essential oils, have recently published a pamphlet containing a review and analysis of the commercial conditions of the essential oil trade during 1914.

In it they state that their stock is in such a condition of completeness that they are in a position to supply the trade with essential oils for any length of time that might reasonably be expected to be weathered again on account of possible renewed complications in the world's traffic.

SHE: "The waiter is hanging around as though he expected something."

He: "Oh, yes; he's a tippical waiter."—*Providence Journal.*

THE COP: "The driver of a hearse asked me just now which was the way to the cemetery, and I told him."

The Captain: "Don't do it again. You're being paid as a policeman, not as a funeral director."—*Brooklyn Citizen.*

A Wilmarth Store—A Hint to You.
(Next Month—Intensive Retailing)

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

DRUG STORE EQUIPMENT

From the Single Case to the Store Complete

WILMARTH Equipment Speeds the TURNOVER

More people enter the drug store than any other place in town—barring the post-office. Utilize your opportunities. Ask Wilmarth.

WILMARTH SHOW CASE CO., 1520 JEFFERSON AVE., GRAND RAPIDS, MICH.

CHICAGO, 933 W. Jackson Blvd.
BOSTON, 21 Columbia St.
NEW YORK, 20 West 30th St.
PITTSBURGH, House Bldg.
DES MOINES, Shops Bldg.
ST. LOUIS, 1118 Washington Ave.
MINNEAPOLIS, 9th N. Fourth St.
HELENA, Horsky Blk.

Made In Grand Rapids

THE tailor's sign in a little inland town was an apple—simply an apple. The people were amazed at it. They came in crowds to the tailor, asking him what on earth the meaning of the sign was.

The tailor, with a complacent smile, replied:

"If it hadn't been for an apple where would the clothing business be to-day?"—*Practical Druggist.*

STRICT adherence to sanitary rules in the manufacture of Pluto Water is one of the reasons why this product is daily increasing in favor with both the laity and the medical profession.

The druggist can cash in on this growing demand by connecting his store with the manufacturer's national campaign of education, using for the purpose the window displays furnished by the company.

It will pay you to write the French Lick Springs Hotel Co., French Lick, Ind., for particulars concerning the quantity lot discount offered on Pluto Water. A trade pulling-window display will be given free on request.

OLD LADY (irritably): "Here, boy, I've been waiting some time to be waited on."

Druggist Boy: "Yes, ma'am. What can I do for you?"

Old Lady: "I want a stamp."

Druggist Boy: "Yes, ma'am. Will you have it licked or unlicked?"—*Los Angeles Express.*

"CAN any scholar tell me where the declaration of independence was signed?" asked the teacher.

"At de bottom, like a letter," promptly replied one lad.—*Detroit Tribune.*

THE Scotch minister rose and cleared his throat, but remained silent, while the congregation awaited the sermon in puzzled expectancy. At last he spoke:

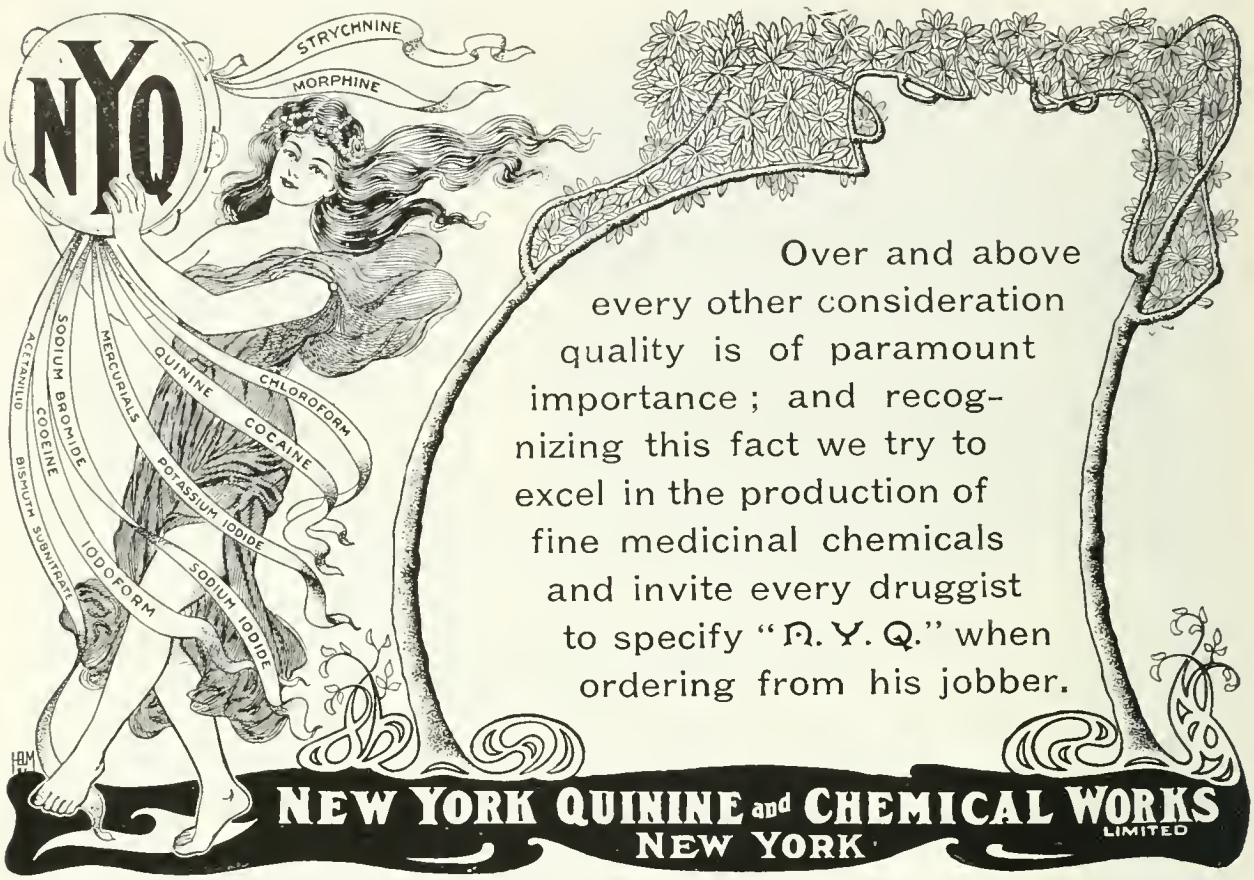
"There's a laddie awa' there in the gallery a-kissin' a lassie," he said. "When he's done ah'll begin."—*Ladies' Home Journal*

THE M. P. Gould Company of 120 West 32nd Street, New York City, has placed on the market a most efficient and at the same time a comparatively inexpensive advertising service for retail druggists.

It provides the small dealer with a means whereby he can bring his store to the attention of the buying public as effectively as does the largest department store with its high salaried advertising experts.

Elsewhere in this issue is the advertisement of the new service offered by the Gould Company, explaining its many valuable features. Attached to the ad is a coupon which when properly filled out will bring full particulars to any druggist looking for a sure way to develop his business.

NO WOMAN talks all the time. When she is doing up her hair her mouth is full of hairpins.—*Erie Gazette.*



"She was completely prostrated and made very ill by his perfidy."

"Did she recover?"

"Yes; five thousand dollars."—*Boston Globe*

Old Man: What are you fishing for, sonny?

Sonny: Snigs.

Old Man: What are snigs?

Sonny: I don't know; I ain't never caught any yet.—*Birmingham Age-Herald.*

Two calendars, telling what articles to display in the window for each week of the year, constitute but one of the features of "Window Displays for Druggists" published by E. G. Swift, P. O. Box 484, Detroit, Mich.

In addition the book contains descriptions and engravings of 110 profit-producing window displays, together with illustrations of attractive placards and articles on window trimming in general. You can secure a copy for $1.00 post-paid.

Close Analogy: "Pa, what is a retainer?"

"What you pay a lawyer before he does any work for you, my son."

"Oh, I see. It's like the quarter you put in the gas meter before you get any gas."—*Boston Transcript.*

Mrs. Deere: How modestly she dresses and how sensibly!

Mrs. Sneers: Yes; that woman will do anything to attract attention!—*Topeka Journal.*

"As sellers of sundries, alone, Yesbera display top soda tables pay for themselves two or three times a season, selling more than an average clerk."

That is what the Yesbera Mfg. Co., 2288 Albion St., Toledo, Ohio, says about its serving tables, the seats of which are fitted with a spring device that automatically replaces them.

In addition to these tables the Yesbera Company makes a full line of drug store equipment. Upon receipt of your name and street address the company will send you a handsomely illustrated catalogue

---

An English clergyman was preaching in a country church in Scotland. He had as his subject, "The Prodigal Son." "And the prodigal son went away from his poor old father and remained in a far country for years and years. But after years and years he came back to his poor old father, and his poor old father said unto his servants, 'Bring forth the fatted calf, which has been kept for my son these years and years.'"

An old farmer in the audience could contain himself no longer. "Yer a leer! It wud hae bin a coo!" he exclaimed.—*Punchbowl.*

FOR HOT CHOCOLATE USE

KOKO-KAKS

REG. U. S. PAT. OFF.

TRADE MARK

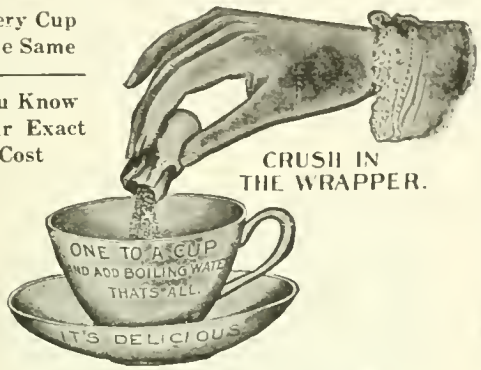
In the Waxed Wrapper

The Instantaneous, Sanitary, Economical, Quality Way.

Always Ready—Serve 1 Cup or 100—No Lost Time—No Waste.

Every Cup The Same

You Know Your Exact Cost



Sample box of 100—$2.00 express prepaid.
Cash with order, or through your jobber.

E. C. HAZARD & CO. 187 St. Paul St. Rochester, N. Y.

Public Opinion

to-day demands a strict observance of sanitary rules, and the

Medical Profession

recognizes the superiority of products hygienically prepared. In this respect

PLUTO WATER

meets the exact requirements of both classes. Hence the daily increasing substantial demand through our persistent, national campaign of education.

Link your store to this chain of publicity by the regular use of our startling, sales-compelling window displays.

Investigate our quantity lot discount and send for our full window display free on request.

FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana.

MISTRESS: Why have you put two hot-water bottles in my bed, Bridget?

Bridget: Sure, mum, wan of thim was leaking, and I didn't know which, so I put both in to make sure.—*Punch*

WEAKENING: "Yes," said the old man. "I find my strength is failing somewhat. I used to walk around the block every morning, but lately I feel so tired when I get half way round I have to turn and come back."—*Woman's Home Companion*

WHEN you handle Tampa-Cuba Cigars—sold exclusively by druggists—you get a threefold profit.

You get a substantial profit on the goods themselves, you get an extra ten per cent discount as a member of the company, and as a stockholder you get a substantial dividend on the earnings of the company.

Want to know the particulars of the proposition? Just write and ask the Tampa-Cuba Cigar Company, Box 938, Tampa, Florida.

A COUNTRY editor wrote: "Brother, don't stop your paper just because you don't agree with the editor. The last cabbage you sent us didn't agree with us either, but we didn't drop you from our subscription list on that account."—*Boston Transcript*

"No," remarked a determined lady to an indignant cabman who had received his legal fare, "you cannot cheat me, my man. I haven't ridden in cabs for the last twenty-five years for nothing."

"Haven't you, mum?" replied the cabman, bitterly, gathering up the reins. "Well, you've done your best!"—*Boston Post.*

YOUR own brand of toilet water, liquid shampoo or liquid dentifrice demands an absolutely leak-proof sprinkler-top that is neat in appearance and simple in construction.

A. H. Wirz, 913-917 Cherry St., Philadelphia, claims that his new plug sprinkler will meet these requirements. He will send samples, prices and catalogue on request.

"THEN you don't think I practice what I preach, eh?" queried the minister, in talking with one of the deacons at a meeting.

"No, sir, I don't," replied the deacon. "You've been preachin' on the subject of resignation for two years, an' ye haven't resigned yet."—*Tit-Bits*

SCOFFER: Where will you find the upright citizen in New York?

New Yorker: Begging for the price of a night's lodging.—*Washington Star*

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—, This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopœias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2,000 labels. Price, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

SPATULA INK FORMULARY.—Recipes and directions for making all kinds of inks for all purposes, by Dr. J. H. Oyster, 172 pages, bound in cloth. Price, post-paid, $2.00 (Foreign 8s.); with THE SPATULA 1 year, $2 50 (Foreign 12s.).

☞*Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

A CIRCUS was showing in one of the interior towns; and preceding the main performance the side show was filled to capacity. The lecturer was explaining the various freaks.

"Passing around this way, Pee-pul, you see before you *Mademoiselle Fat-e-ma,* the fattest woman who ever lived. Born in Oshkosh at a tender age, she early attracted *attention* by gaining *one hundred pounds* each and *every year.* She is now *twenty-one* years of age, therefore weighing *twenty-one hundred pounds—Wonderful—Marvelous!* Passing over the platform on the left, you see before you *Two Monster Blood-sweating Pythons,* cap-churd at the head waters of the Am-a-zon River, in South America. The dark gray *python* is *twenty-seven feet in length* and weighs *four hundred and fifty pounds.* The light *python* is *twenty-four feet in length,* and weighs *three hundred and eighty pounds —Wonderful!!! Marvelous!!!!"*

A deaf old farmer cupped a hand up to his ear and yelled: "Hey, mister! Did yer say that fat gal passed them worms?"—*Redon Argus.*

IF you could secure the services of an expert advertising man for a dollar a month you would jump at the chance, wouldn't you?

This is just what the Manning Advertising Service, St. Louis, Mo., will do for you; only instead of giving you the aid of but one expert, it supplies you with the services of many. It furnishes each month complete copy for timely newspaper ads, booklets, circulars, personal letters, signs, etc. It tells of many special plans for business building. It covers everything that can help to build or to hold business.

The Manning Service is offered to but one druggist in a locality. Your competitor can't get it. By filling out the coupon attached to the ad elsewhere in this issue you obtain one month's service absolutely free of charge.

Hunt up that coupon now.

"WAS that your intended that you were walking with?"

"Yes, but he hasn't yet caught on."—*Life.*

THE ORATOR: I arsk yer! What is this life we 'old so dear? Soon I'll be lying with me forefathers.

The Voice: An' givin' them points at the game, too!—*Sketch.*

THE G. C. Hanford Mfg. Co. of Syracuse, N. Y., has employed a long continued countrywide advertising campaign to create a steady demand for Hanford's Balsam of Myrrh.

If your stock on any of the various sizes is low, now is the time to put it on your want book.

"DO YOU know where little boys go who don't go to Sunday-school?"

"Yes, ma'am; dey go fishin'."—*Michigan Gargoyle.*

DEAR SWEET THING: "Aren't you feeling well?"

Steady: "No. I ate German noodle soup and French fried potatoes for supper and they won't arbitrate."—*Lehigh Burr.*

CREDITOR: "I've got to have that check to-day. What time will the cashier be in?"

"Ain't no use waitin', mister. He won't be back till after you've gone."—*Life.*

THIS is a picture of one of the show windows of the Caswell-Massey Company, one of the most prominent drug stores in New York City. The store is located on Broadway at Thirty-first Street, a spot which thousands of New Yorkers and visitors pass daily.

Penn Razor display at the Caswell-Massey Co. store, New York City.

It will be seen that the Caswell-Massey Company is featuring Penn safety razors and Penn blades.

By the way, have you written for the Penn razor proposition which is being advertised in the BULLETIN OF PHARMACY? Address A. C. Penn, Inc., 100 Lafayette Street, New York City.

OLD LADY: "I've brought back this war-map you sold me yesterday, Mr. Brown. It's not up to date. I've been looking all the morning for Armageddon, and can't find it marked anywhere."—*Punch.*

NURSE: "Why, Bobby, you selfish little boy! Why didn't you give your sister a piece of your apple?"

Bobb: "I gave her the seeds. She can plant 'em and have a whole orchard."—*Judge.*

"Tango" Harmonica No. 6714.

The Three Graces in Merchandising

We believe that every businesslike druggist will agree that the main essentials of a good side-line are SALABILITY, PROFIT and QUALITY.

SALABILITY is the assurance that the goods will move, that there is a constant demand for them and that you won't have good money tied up in dead stock.

PROFIT is the assurance that it is worth your while to move the goods, while QUALITY guarantees the satisfaction of yourself and your customers and assures your success.

Hohner Harmonicas

embody all of these essentials. This is why there are more than a quarter of a million retail dealers in the United States now selling HOHNER goods.

The SALABILITY of the HOHNER line is assured by the natural love for music, the world-wide reputation of HOHNER goods and their reasonable price.

The PROFIT on the HOHNER line has always been most satisfactory, as evidenced by the number of retailers throughout the country handling HOHNER goods.

The QUALITY of the HOHNER line has always been and will always be supreme, as assured by our long experience, expert workmen and first-class facilities.

ASK YOUR JOBBER.

M. HOHNER

114-116 East 16th St.

NEW YORK CITY, N. Y.

Canadian Office:
76 York Street,
Toronto, Ont.

Mexican Office:
5a Tacuba, Num. 74,
Mexico, D. F.

Triple Dividends in Tampa-Cuba Cigars

FOR DRUGGISTS EXCLUSIVELY

AS a retailer you get a substantial profit on high quality, fast selling Tampa-Cuba Cigars. As a member of the company you get an extra 10 per cent. discount for acting as your own salesman in this co-operative druggists' proposition. And as a Tampa-Cuba stockholder you get a dividend on the earnings of your company.

There are three sides to the Tampa-Cuba agency and money for you on every side. Let us explain this proposition that is putting the cigar business of over 4000 druggists on a good paying basis. Write us, we will tell you of a druggist in your town who is having success with the Tampa-Cuba line.

THE TAMPA-CUBA CIGAR COMPANY

Box 938
TAMPA,
Florida.

DIRECTED BY THESE WELL KNOWN DRUGGISTS:

H. B. GUILFORD, Prest., Rochester, N. Y.
J. T. TREASURE, V. P., Salt Lake City, Utah.
W. BODEMANN, V. P., Chicago, Ill.
E. BERGER, Secretary-Gen. Mgr., Tampa, Fla.
CHAS. H. HUHN, Chairman Executive Committee.

"OH, I'm so sorry I can't marry you. I had no idea you thought of me that way!"

"Well, what do you suppose I've been letting your father beat me at golf all the time for?"—*Judge.*

IF you want to pass any State Pharmacy Examination, get a copy of "How to Pass State Boards." Price Three Dollars, post-paid. Robert L. Wright, 521 Bainbridge Street, Richmond, Va.—*Adv.*

ETHEL: "Do you really believe the pen is mightier than the sword?"

Jack: "Well, you never saw anybody sign a check with a sword, did you?"—*Livingston Lance.*

"GIMME three cigars."

"Strong or mild?"

"Gimme the strong wans. The weak wans break in me pocket."—*N. Y. World.*

CORKS AND YOUR REPUTATION.—To the average consumer who knows little or nothing of the cost of ingredients or pharmaceutical skill required, the appearance of a prescription is a criterion of your professional ability. Consequently, the effect of a poor cork is obvious. Unhappily, too, its influence extends farther than the impression made.

After being removed from the bottle two or three times a poor cork breaks, and like most mishaps, this usually occurs at the most inopportune moment. A highly provoked customer is the result and your reputation for service suffers proportionately.

According to the Armstrong Cork Company it was this that created the demand for a better grade of prescription corks which they met with their Circle A Brand. Their view of the matter is that it's just as essential to put a good cork in a prescription bottle as it is to put pills in boxes instead of envelopes, and the ever increasing sales of Circle A Corks seem to be conclusive proof that their opinion is correct.

To stake your reputation for service against the difference in price between the best corks and the cheaper grades is giving mighty big odds. But even this wouldn't be so bad if it was a "sure thing;" but it isn't. Sooner or later some customer, because of a broken cork, loses his temper and you lose his trade, and this leads to the question: Is the chance worth what you save?

SHE: "I thought you told me this was a civil court."

He: "So it is."

She: "Why, those horrid lawyers in it were as rude as they could be."—*Baltimore American.*

"WHY did you throw up that job I got you as collector for Jones?"

"Why, hang it, I owed money to about all the men he sent me to dun."—*Boston Transcript.*

All the work was mapped out for the new charwoman, but about the appointed time she arrived in tears.

"My poor 'usband was shot in the battle," she said, "and 'e's passed away."

The employer was all sympathy, gave the widow the half-crown she ought to have earned, and did the necessary work herself.

The next day she met the neighbor who recommended the woman, and said:

"You've heard, I suppose, about Mrs. W.'s husband being killed?"

"Yes," said her friend. "But she ought to have got over it by now. It was in the Boer War."—*Tid-Bits*

More Dangerous Than the Fly.—Time flies and "fly time" will soon be here. The summer pest is recognized as dangerous, and various means of lessening its activities are used. "Swatting" the fly is effective to the insect swatted, but it is a nasty process and is calculated to scatter any disease germs the victim may carry. Fly poisons are sometimes more dangerous than flies. These usually contain arsenic to which sugar is added, and the sweet taste attracts children from two to six years of age.

If there was no other way of banishing the disgusting and dangerous fly than by swatting it or endangering the lives of children, then humanity would have a plague indeed. But there is a way that causes no disgust and is not a source of danger to children. "Tanglefoot" fly paper, a sheet coated with a very strong adhesive substance, catches the fly at once. There are no dead flies falling here and there, or lying around. The work of banishing the fly is done cleanly and safely. "Tanglefoot" is the only rational remedy for the fly danger. Its cost is small. Retail druggists who recommend the use of "Tanglefoot" fly paper will perform a great service to the community, aside from the increased patronage which such action will secure and deserve.

Jack: "Yes, poor John may have had his faults, but his heart was on the right side."

Waggs: "Is it possible? No wonder he died."—*Argus.*

The prevalence of sore and irritated throats coincident with the coming of early spring brings a demand for an effective throat antiseptic.

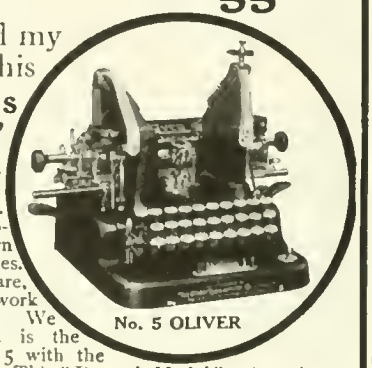
Just recommend Alkalol. It comes in two sizes, the 8-ounce which costs $4.00 a dozen, and the 16-ounce at $6.75. Through your jobber.

Raymond is a little boy who lives in the city and has seen very little of the country. One day he went on a visit to his grandpa's farm. While out in the pasture he saw the cows chewing their cuds. Not knowing what it meant, he ran to grandpa, saying:

"Grandpa, do you have to buy gum for all of those cows?"—*De Laval Monthly*

Bargain for a Doctor or Druggist

Let me send my offer on this **"Doctor's Typewriter"**



It is just the machine you need. It is a visible writer.

It is easy to operate, you can learn to run it in 10 minutes.

It requires no care, it will do your work for a lifetime. We guarantee it. It is the latest model No. 5 with the Inbuilt Tabulator. This "Doctor's Model" prints these Medical Symbols:

℞ 3 3 ℈

Feeds Labels

These features are in addition to the regular equipment and do not interfere with the use of the typewriter for correspondence, making out bills, writing out cards, etc.

FREE Trial—Nothing Down

My offer is to send this typewriter to you, that you may decide by actual trial whether or not you desire it. No advance payment is required and you assume no obligation.

Cut Price—Terms 13c a Day

I will make you an extremely low price on this machine. A price that has never been made on a typewriter of this quality.

No advance payment is required. If you decide to keep the typewriter, you can pay a little each month, about 13 pennies a day.

No interest, no extra charges, no chattel mortgages, no red tape—everything is made easy.

Get This Free Information

It will not cost you anything to learn about this offer. Just send your name and address and I will send you full particulars. No salesman will call on you—you will not be urged to buy.

Do it now. I have but a limited number of these "Doctor's Model" of the Oliver, and if you have any need for a typewriter do not neglect to send for this best of all typewriter offers. A coupon is attached for your convenience. For your own advantage mail it to-day.

Yours very truly,

TYPEWRITERS DISTRIBUTING SYNDICATE
166-Z74 N. Michigan Blvd., Chicago

Mail this for All the Facts

Typewriters Distributing Syndicate
166-Z74 N. Michigan Blvd., Chicago (276)

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Doctor's Model Oliver."

Name .....

Address .....

Combined Ledger-
DUPLICATING
Statement System

A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN

ESTABLISHED 1842

"So you saw the woman drop her purse," said Mr. Marks to his friend, "but lost her in the crowd. Did you advertise?"

"Oh, yes," said Mr. Parks, "but I didn't get an answer. I put this in the papers: 'If the plain woman about forty-five years of age wearing a dress and a hat of last year's style who lost a purse containing $3.50 on Twenty-second Street on Saturday will apply to ——, the property will be returned.'"

"Good heavens, man!" said Mr. Marks. "No wonder you didn't get an answer. No woman in the world would own up to that description for $3.50."—*Ladies' Home Journal.*

If drug stores could put in a line of the latest creations in Parisian bonnets, the question of how to attract female patronage would be pretty nearly solved.

Hats, or anything pertaining to hats, will get the attention of the fair sex after every other device has failed, and since millinery is outside the province of the druggist, the next most effective thing he can do is to sell something for "fixing over" hats.

Colorite is a well known and extensively advertised preparation for coloring old and new straw hats. Every spring millions of women bring straw hats from closets, trunks and storerooms to renovate and recolor for the season. Millions have used Colorite during past years and will surely call for it again this season. Others will hear it recommended, see it displayed in stores and advertised in magazines and Sunday newspapers. The advertising mediums which will be used this season have a combined circulation of over fifty-three million copies

An investment of only $6.00 brings you an assortment of the most popular colors of Colorite and some dealers' helps in the form of expensive cut-outs, display stands, color cards, and signs, that are unsurpassed for originality, attractiveness and effectiveness.

Carpenter-Morton Co., of Boston, the manufacturers of Colorite, is one of the oldest houses in New England, having been established over seventy-four years. The company makes a good product and treats dealers fairly. Turn to the colored insert in this issue, note the liberal proposition and send your order for Colorite to-day.

"What happened at Smith's funeral?"

"Well, the minister spoke and then we past around the bier."

"Great guns! To think I missed it!"—*Punch Bowl.*

When high grade medicinal, photographic, or technical chemicals are desired why not specify "Albany" on your orders?

They are made by the Albany Chemical Company, Albany, N. Y., and possess a universal reputation for reliability.

Buttons: "Get up! Get up! The hotel's afire!"

Scottish Gentleman: "Richt, laddie; but if I do, mind ye, I'll no pay for the bed."—*Answers.*

During a recent examination of applicants for the position of mail carrier a colored boy appeared before the Civil Service Commission.

"How far is it from this earth to the moon?" was the first question asked him.

"How fah am it from de earf to de moon?" he repeated, as he began to reach for his hat. "Say, boss, if you's gwine to put me on dat route I doesn't want de job."—*Circle Magazine.*

Stella: "Two is company and three is——"
Bella: "Divorce."—*New York Sun.*

A Real Antidote for Corrosive Sublimate Poisoning.—Accidents will happen, even in the best regulated families. In spite of all precautions, some member of the public will, once in a while, either accidentally or purposely, get hold of some mercury bichloride, and swallow it in mistake for headache tablets, or take it with suicidal intent. Then it is up to the druggist to furnish something that acts as an antidote.

An ingenious physician in Chicago has devised a genuine chemical antidote for bichloride poisoning, and the druggist need no longer feel helpless in the matter, if he will but keep a supply of Carter's Mercury Antidote in stock. But, of course, the crucial thing is to have it in stock, for it is one of those cases in which you "want what you want when you want it." Preparedness and quick action will now save many lives which formerly would have to have been lost by this dread poison, and will make the reputation of both druggist and doctor. Order a supply right away from the Abbott Alkaloidal Company, Ravenswood, Chicago. Don't be caught napping.

"I am hunting for an honest man," muttered Diogenes, as he held up his lantern.

"You're a fool!" said the thug, as he adjusted his flash. "You won't find nothing on him."—*Stanford Chaparral.*

No matter how well grounded a student may be in pharmaceutical subjects he requires a preliminary brushing up before taking a State Board examination.

"Board Questions Answered," a book published by E. G. Swift, P. O. Box 484, Detroit, Mich., provides the means whereby the prospective candidate can review his knowledge and at the same time learn the nature of the questions that have been asked by different board examiners throughout the country.

The price of the book is $1.50, post-paid.

"Can you direct me to the best hotel in this town?" asked the stranger, setting his satchel upon the station platform, as he sadly watched the train depart.

"I can," replied the man who was waiting for a train going the other way; "but I hate to do it."

"Why?"

"Because you will think I'm a liar after you've seen it."—*Hand Luggage.*

Ingram's

Preparations, Including Milkweed Cream, Cost No More

than before the Stamp Tax. To be exact, the Leading Specialties cost just a trifle less.

We ask that orders of our preparations be for not less than one-fourth dozens, because

You get perfect, clean packages in original containers.

You get attractive counter easels that will work for you.

***And last but not least,* you will find packed in the containers of our leading specialties, Rebate Coupons that bring the cost to less than before the Stamp Tax.**

Remember this—we furnish you free samples and advertising on request.

Ingram's Line costs the dealer no more than before the tax, in spite of the increased cost of raw material, in spite of the higher cost of labor, in spite of the stamps.

Again, every druggist who has any Ingram Toilet Preparations in stock is entitled to Ingram's selling service. Ask us to tell you about it.

There Is Beauty In Every Jar

Frederick F. Ingram Co.
6 Tenth St.,
Detroit, Mich.
Windsor, Ont.

Frederick F. Ingram Co.
6 Tenth St.,
Detroit, Mich.

Please send me your selling suggestions. Also data on rebate Coupons. This does not obligate me in any way.

Name.....
Address.....
Town or City.....
State.....

$IX

$UGGESTIONS

FOR THE RETAIL DRUGGIST

1 Abbott's Saline Laxative and Salithia net you over 75% profit. These are the best effervescent salines made. Why not push these?

2 Calcidin (Abbott) is very popular among physicians for the treatment of bronchitis, croup, colds and pneumonia. Are you in stock?

3 You should have in stock, for emergency use, a bottle of Carter's Mercury-Antidote for the treatment of corrosive sublimate poisoning. It is a reputation-builder, for it saves lives.

4 Emetine (Abbott) and Boremetine are in great demand among physicians and dentists for the treatment of Pyorrhea and Hemorrhage. New booklet is now ready.

5 Galactenzyme, Sodoxylin, H-M-C, Carbenzol and Nuclein (Abbott) are winners. Your jobber is stocked.

6 If you haven't a copy of our Price-List send for it to-day.

The Abbott Alkaloidal Co.

[The Abbott Laboratories]

Ravenswood, CHICAGO

Seattle San Francisco Los Angeles Toronto New York Bombay

BUSINESS LETTER FOR 1915.

MODEL NO. 1.

Smith Manufacturing Company, Rochester, New York.

GENTLEMEN:

Referring to your letter (see Postal Regulation, p. 126 PP. 44) of the 28th, we (a corporation organized under the laws of Ohio, certificate filed in the office of the Secretary of New York State, New York), beg to advise that we can quote the price of $20 (see United States revised statutes, laws of 1914, Sec. 18) per ton, carload lots (see Interstate Commerce ruling 256; see also dicta in 128 U. S. 264; Brown vs. Pennsylvania Railroad Company, 167 Ps. 267). This quotation is special to you (see ruling of Department of Justice in the matter of Brown Milling Company) and is made subject to our right to claim immunity (see N. Y. penal code, PP. 48). If you receive a better quotation from any other of our competitors you will, of course, advise us under the authority of U. S. revised statutes, PP. 2247, Sub. 2. We shall be glad to fill your order (subject to rule laid down in leading case of Jackson vs. Cobb, 126 U. S. 232) and will ship according to your instructions (see Rule 37, New York Public Utility Commission).

Very truly yours,

J. P. JONES,

President, Jones Manufacturing Co.

State of Ohio, County of Fairfield, ss.:

J. P. Jones, being duly sworn, deposes and says that he has submitted the foregoing letter to his counsel and has been advised that it is legal. That deponent is not a director of any bank, trust company, or transportation company. That the Jones Manufacturing Company has never had its charter forfeited nor has deponent ever been indicted by either state or federal grand jury.

P. P. SHITE, Notary Public.

—*New York Sun.*

SOME people deal only in side lines, Mawruss, which, if you see a feller is carrying a stock of candy, jewelry, cutlery and groceries, Mawruss, you know right away he's a retail druggist.—*Montague Glass in System.*

WANT to save from 10 to 20 per cent on store fixtures?

That is what the Benderscheid Mfg. Co., 2800-2826 N. 9th St., St. Louis, claims its method of manufacturing large quantities of exclusively designed outfits will do for you.

Ask your jobber or write the company direct, mentioning the BULLETIN, and catalogue No. 14 will be sent you. No. 14 illustrates the many fine sectional store outfits supplied by the company.

WILLIE: "Paw, why is the way of the transgressor hard?"

Paw: "Because so many people have tramped on it, my son."—*Cincinnati Enquirer.*

"THAT," said the physician, as he examined the lump on the man's neck, "is the remains of an old boil that started to come and then became encysted there."

"Well," said the unlettered patient, "it sure has encysted on stayin' there."—*Chicago Evening Post.*

FOND MOTHER (proudly): An' do ye no think 'e looks like 'is faither?"

Sympathetic Neighbor (cheerfully): "An' niver ye mind thot, Mrs. McCarty, so long as 'e's 'ealthy."—*Harvard Lampoon.*

Two East Siders were making their first trip to Europe. On the first night out the sea grew rough and the liner pitched like a chip in the big waves.

One of the travelers, coming to his stateroom to retire, found his friend just getting into bed, and was astonished to note that the second man wore a woman's frilly nightgown and had a lace-and-ribbon-trimmed boudoir cap tied upon his head.

"For heaven's sake, man," he gasped, "what's the idea?"

"Well," said his friend, "you know the rule: In case of disaster, women and children first."—*Saturday Evening Post.*

SUBURBS had taken Chumleigh home to dine. Everything went well until they were seated at the dinner table, when Willit Subburbs remarked:

"Why, pa, this is roast beef!"

"Well," said his father, "what of it?"

"Why, I heard you tell ma at breakfast that you were going to bring a mutton head home for dinner this evening."—*Ruralite.*

A MOST complete line of decorated tin boxes for dispensing purposes required by the modern drug store is illustrated in catalogue "V." Catalogue "V" is issued by the American Stopper Company, Dwight and Veronica Sts., Brooklyn, N. Y. Ask for your copy today.

STUDENT A: "How can I keep my toes from going to sleep?"

Student B. "Don't let them turn in."—*Northern Baptist.*

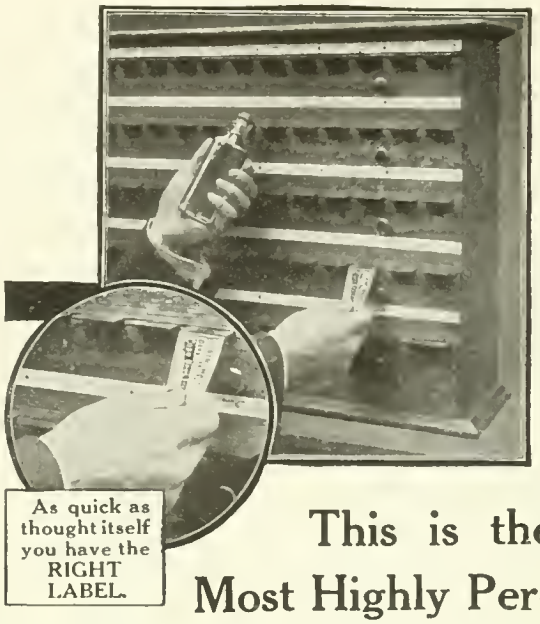
"WHO'S yoh foh, Sam? De French or de Germans?"

"Ah's foh de French, ob co'se. Ain't Jack Johnson a Frenchman?"—*Columbia Jester*

"WHAT'S the occasion for the parade, Tom?" she asked of a boy.

The boy looked at her with a grin.

"La, Miss Daviess," he replied, "don' you-all know colored folks well 'nough to know dat dey don' need no 'casion foh a p'rade?"—*New York Sun.*



As quick as thought itself you have the RIGHT LABEL.

This is the Most Highly Perfected Method of Labeling in the World.

Labeling-convenience, labeling-accuracy and labeling-economy become permanent factors in your store with the use of the

McCOURT LABEL SYSTEM

—instantaneous labeling.
—no mistakes.
—50% to 75% saved in labeling time.
—25% to 40% saved in labeling cost.

10,000 American druggists are enthusiasts of the McCourt Label System. They particularly appreciate the McCourt re-ordering feature, which permits the purchase of small quantities of McCourt Roll Labels at low prices.

McCourt Roll Labels are engraved on imported Scotch paper and will not curl, stick together nor become brittle. *Not one single label in a McCourt Roll is wasted.*

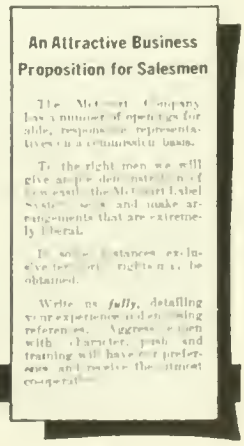
Why You Should Write Us.

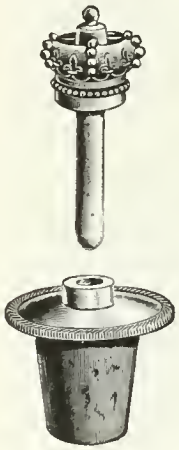
We are experts in the manufacture of labels and label cabinets. Our label experience is extensive—therefore our advice valuable. Write us.

Let us tell you how to stop your label losses and troubles. Let us send you some interesting label literature that you will be glad to have and to read.

A special pill and powder box service is rendered exclusively to users of the McCourt Label System. Ask us about it.

McCOURT LABEL CABINET CO.
47 Bennett St., Bradford, Pa.





OUR NEW

Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.

METAL SYRINGES, SUPPOSITORY MOULDS,

Over 200 Shapes and Sizes.

HAND PILL MACHINES.

TIN SPOUTS

For Bug Poison.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ,

913-917 Cherry Street, PHILADELPHIA.

A COLORED preacher of Richmond recently "exchanged" with a brother divine in an Alabama town. Shortly after the assumption of his new charge the Richmond minister was much scandalized by the action of one Deacon Smith, who in the vestry after service was observed deliberately to withdraw a 50-cent piece from the contribution box and substitute therefor a dime.

"Deacon Smith!" exclaimed the newcomer. "This is downright dishonesty!"

Deacon Smith was in nowise perturbed. "It ain't nothin' of the kind, pastor," said he, quite conscious of his own rectitude. "De fect is I'se led off with dat half-dollar foh six years. It ain't no contribution; it's a temporary loan as a decoy!"—*N. A. R. D. Almanac.*

MODERN business accounting makes it necessary for the druggist to know the cost of the goods involved in every transaction.

When, instead of using the old hit-or-miss scheme of measuring chocolate and sugar in making a cup of hot chocolate, the druggist uses a Koko-Kak to produce the drink he knows exactly what the process costs. Furthermore, he knows his customer is getting the best there is from the standpoint of richness and flavor.

Koko-Kaks—wax-paper wrapped cubes of the finest cocoa and sugar—are packed in boxes of 100. Your jobber has them or they may be obtained, express prepaid, from E. C. Hazard & Co., 187 St. Paul St., Rochester, N. Y., upon receipt of $2.00.

BLOBBS: "What a homely woman she is. They say he married her for her money."

Slobbs: "Is she as rich as all that?"—*Practical Druggist.*

"THE Venus de Milo seems to me to be the very embodiment of ease."

"Yes, she has a decidedly easy off-hand air about her."—*Fun.*

HERE are three steady sellers whose presence on your shelves will give you a chance to add appreciably to your volume of sales:

Sal Hepatica, Gastrogen Tablets, and Clinton Cascara Active—

Products of the Bristol Myers Co., New York, which have proved themselves year round repeaters. You lose money when they are not in stock.

"I HEV come to tell ye, Mrs. Malone, that your husband met with an accident."

"An' what is it now?" wailed Mrs. Malone.

"He was overcome by the heat, mum."

"Overcome by the heat, was he? An' how did it happen?"

"He fell into the furnace over at the foundry, mum."—*Hardware Age.*

TRIXIE (a bit late in arriving): "Well, girls, who are you knocking now?"

Belle: "We were all here but you, dear!"—*Puck.*

CLERK: "This is the most correct writing-paper for polite correspondence."

Customer: "But I wish to write to my husband."—*Judge.*

"AND are the divorce laws so very liberal in your section?"

"Liberal? Say! They are so liberal that nobody ever heard of a woman crying at a wedding out there."—*Detroit Journal.*

A BIG OPPORTUNITY.—There have been very few druggists in this country who have not had their attention directed very forcibly to the necessity of adding as many side-lines as possible to their stores, especially where the side-lines are of a character which fit in with their present line of goods and with their customers' needs.

The modern merchandising druggist appreciates the fact that it is not only necessary to bring new people into the store, but also necessary to sell to the old customers more goods.

Every druggist has an opportunity at this time to not only put in a brand-new line of goods, which is now being extensively advertised, but if the retail druggists as a whole take hold of this line in the proper spirit they can control the sales of these goods through the drug stores of America.

The American Ever-Ready Works of the National Carbon Company, manufacturers of Ever-Ready electric flashlights, bulbs, and batteries, have just started a large aggressive advertising campaign. A full-page advertisement will be found on another page of this issue. An illustration in the advertisement gives the readers of the BULLETIN a good idea of the extensive line which this concern is marketing.

The American Ever-Ready Works are not a new or a small concern. They are the biggest manufacturer of electric portable lights, bulbs, and batteries in the world. The fact that they have now started an aggressive advertising campaign means that there is going to be an enormous sale of these goods in the future. We certainly would suggest that every retail druggist write to the American Ever-Ready Works for the dealers' proposition.

Address all communications to the American Ever-Ready Works, 308 Hudson Street, New York City.

"PA, what is scientific salesmanship?"

"Scientific salesmanship, my son, is selling a man a dress suit when he comes in to buy a celluloid collar."—*Detroit Press.*

"WHAT are the bonds of matrimony?"

"Baby ribbons!"—*Cornell Widow.*

Solves All Fixture Problems

NO matter how large, how small or what shape your drug store is, "Victor" and "Olympic" Sectional Drug Outfits will solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10% to 20% less than a similar outfit would cost if made to order.

"Victor" and "Olympic" outfits are always in stock, in Golden Oak, for immediate shipping *through your jobber.* Material and workmanship are of the highest Benderscheid standard.

Write your favorite drug jobber for our 80-page, illustrated catalog No. 14. It contains specifications and all particulars.

BENDERSCHEID MFG. CO.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 No. 9th St., St. Louis, Mo.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during recent years.

Northwestern University School of Pharmacy

Courses Offered

1. A thoroughly practical course requiring two years of 26 weeks each with full work in pharmacy, chemistry, dispensing, etc., leading to the degree of Ph.G.

2. A more extended course requiring two years of 36 weeks each with full work, including the subjects of pharmaceutical testing, food and sanitary analysis, urinalysis, bacteriology, etc., leading to the degree of Ph.C.

3. A course leading to the degree of B.S. in Pharmacy.

Requirements for Admission

All applicants must present credentials for 15 units of high-school work, equivalent to graduation from an accredited high school.

Equipment

This school was the first to offer a systematic laboratory course in prescription filling.

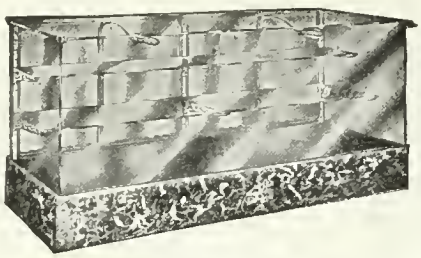
The location affords largely increased laboratory facilities in connection with the Medical School of the University.

Next Session begins September 27th, 1915.

Send for "Typical Lessons in Pharmacy." Address

CHARLES W. PATTERSON, Secretary

2431 Dearborn St. CHICAGO, ILL.



Proper Merchandise Display

is one of the greatest forces you can use to increase sales.

It's a silent but very powerful force.

QUINCY SPECIAL SHOW CASES

play up all lines to greatest advantage. Attention is attracted to the merchandise, the desire for possession is created, and the sale is made easy.

We make a complete line of equipment for the store and will be glad to help you plan the entire layout if you so desire.

Write us for our complete catalogue.

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

JACKSONVILLE, FLA.: 20-28 Julia St.
DALLAS, TEX.: 907 Commerce St.
PITTSBURG, PA.: 949 Penn Ave.
WICHITA, KANS.: 301 Beacon Building.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Sole Manufacturers of Drummond Patent Closed Tube.

Prices Furnished on Application.

Main Office, New Brunswick, N. J.
New York Office, 290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

TEACHER (to new scholar): "Now, Mary, I'll give you a sum. Supposing that your father owed the butcher $13.17, $11.13 to the baker, $27.08 to the coal merchant, $15.10 to the landlord—"

Mary (decidedly): "We would move."—*The Pathfinder.*

FOR thirty-five years prominent physicians have been prescribing Benger's Food for infants, invalids, and aged persons.

Showcards and advertising matter enabling you to get your share, or perhaps a little more, of these prescriptions, will be sent upon application to Benger's Food, Ltd., 92 William St., New York.

"WHY," asked the weary-looking woman, "do you constantly refer to yourself as the goat of this household?"

"Because," replied the irritable man in a loud tone of voice, "a goat is supposed to be able to eat any old thing and act as if he enjoyed it."—*Washington Star.*

BASHFUL YOUTH: "I want a present for a young lady."

Saleswoman—"Sister or fiancee?"

Bashful Youth: "Well—er—she hasn't said which she would be yet."—*Judge.*

For economical reasons this will be a big season for five-cent

LIQUID SODAS

which to be lastingly good and hygienic, require the use of

STONE'S

dainty, delicate, translucent

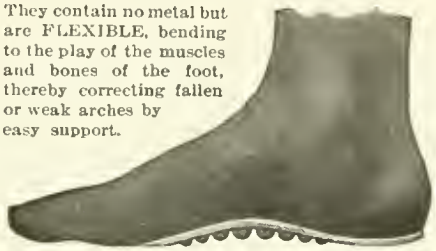
STRAWS.

Obtainable From All Supply Houses

The Stone Straw Company
Washington, D. C.

PERFECTION
AIR CELL
ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

PROFESSOR (in history): "How was Alexander III of Russia killed?"

Freshman: "By a bomb"

Professor: "How do you account for that?"

Freshman: "It exploded."—*Punch Bowl.*

THEY increase your sales without increasing your selling cost, they please your customers, they save your clerks' time, they add to the attractiveness of the store.

These are just a few of the things Celina display and refreshment tables will do for you.

Write the Celina Specialty Co., 24 Anthony St., Celina, Ohio, for a complete catalogue and prices of the store furniture with trade-compelling powers.

A CLERGYMAN asked two boys the way to the post-office. They told him to go north two blocks, west one block, and he would find it on the corner.

"Thank you," said the clergyman. "Come to Sunday-school next Sunday morning and I'll show you the way to heaven."

"Oh, go on," said the boys; "you don't even know the way to the postoffice."—*McPike's Bi-Monthly.*

"JONES seems to be proud of the fact that he has something laid by for a rainy day."

"Yes, I know; it's my umbrella."—*Judge*

Announcing a New
1/2 lb. Size.

Brooks' Baby Barley

FOR INFANT FEEDING

Retails 15 cents. Costs $1.20 per doz.

50% Profit.

Because of its superior quality Brooks' Baby Barley has achieved a Nation-wide sale in less than 10 months.

Better results for your customers. Better profits for you.

Order from your wholesaler.
1/2 lb. packages $1.20 per doz.
1 lb. packages $2.00 per doz.

Write us for Samples and Advertising Matter.

Packed in attractive, air-tight packages. Keeps perfectly.

Brooks Barley Co., Boston, Mass.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

The Customer's ViewPoint

Would you let a clerk with a soiled collar and a dirty face sell goods in your store? Why then allow soiled or inferior corks to create an unfavorable impression of your prescription work.

Circle A Corks

The Standard Prescription Corks of America

are to prescriptions what clean collars are to clerks—they add the final touch.

As is frequently the case, being the best, Circle A Corks are really cheap in the long run. As a first class druggist you should be acquainted with first class corks. Twenty cents will bring a sample package of 100 Circle A's in sizes from 2 to 6.

Armstrong Cork Company
113 Twenty-third Street
Pittsburgh, Pa.

PREPARE FOR

STATE EXAMINATION IN

PHARMACY

We offer a course of study in the elements of Pharmacy, prepared expressly for correspondence instruction, by OSCAR OLDBERG, Pharm. D., Dean of Northwestern University School of Pharmacy, Chicago. It is the strongest course that can be constructed for home students, and is offered with the assurance that any person who is competent to begin the study of Pharmacy can be prepared by us as well as by any other means to pass State Board examinations.

STUDY SUCCESSFULLY AT HOME

The course prepared by Dr. Oldberg covers 27 extended divisions; the last three are based upon the Pharmacopœia of the United States, which book is given to every student in addition to the volume containing the correspondence lessons. In the course unnecessary detail is eliminated, but the text is sufficiently clear and explicit to prepare the student adequately for his examinations. Recitation papers are corrected with greatest care and are returned to the student accompanied by printed answers to test questions. These answers furnish valuable side-lights upon the work, as they indicate how author and instructors would answer their own questions.

Graduates in our Academic Courses may receive entrance credits in Northwestern University. Advanced credits are also given in various State Normal Schools and colleges of high rank. This connection should give students fullest assurance that instruction in all courses is on a high plane.

Write for circulars giving full information.

Interstate School of Correspondence

633-641 South Wabash Ave., Chicago, Ill.

"Do you find that set of books you bought interesting?"

"Not very," confessed the man who tries to improve himself. "But I'd feel better about it if the man who comes around to collect were as good an entertainer as the one who sold me the books."—*Washington Star.*

"Now they've got a new contrivance for reducing adiposity."

"Dear me! There won't be a city in Europe when this awful war is over."—*Buffalo Express.*

LITHOGRAPHED CANS cut your selling cost, the attractive containers create a favorable impression of the goods they contain.

The National Can Company, Detroit, Mich., will furnish particulars to any one interested.

STREET-CAR DRIVER: "Me and that off horse has been working for the company for twelve years now."

Passenger: "That so? The company must think a great deal of you and the nag."

Streetcar Driver: "Well, I dunno; last week the two of us was taken sick and they got a doctor for the horse and docked me. Gid-dap there, now, Betsy."—*Erie Gazette.*

ESSENTIAL OILS

THE **D & O** BRAND

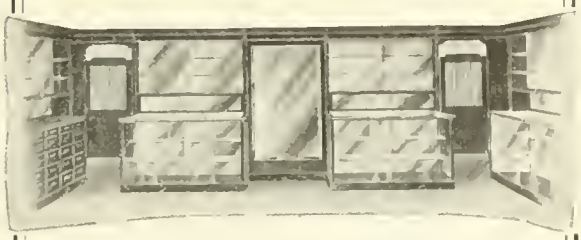
THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

"YES," said the world traveler, "the Chinese make it an invariable rule to settle all their debts on New Year's day."

"So I understand," said the American host, "but, then, the Chinese don't have a Christmas the week before."—*Ladies' Home Journal.*

PHARMACEUTICAL MACHINERY and laboratory appliances intended to enable manufacturers of preparations for the drug trade to produce their products in the most efficient manner are offered by the Arthur Colton Co., 794 Jefferson Ave., Detroit, Mich.

A booklet illustrating tablet-making machines that give the maximum of result with the minimum of effort will be sent upon request.

"HUM, ho!" sighed the New Hampshire farmer as he came in from downtown. "Deacon Jones wants me to be pall-bearer again to his wife's funeral."

"Wal, you're goin' to be, ain't ye?" asked the farmer's better half.

"I dunno. Y' know, when Deacon Jones's fust wife died, he asked me to be a pallbearer, an' I did; and then his second wife died, an' I was the same again. An' then he married thet Perkins gal, and she died, and I was pall-bearer to that funeral. An' now—wal, I don't like to be all the time acceptin' favors without bein' able to return 'em."—*New York Evening Post.*

"Something Good"

in pure confections that the public wants.

LOVE'S FRUIT TABLETS

Comply with all state and national pure food laws. Retain their flavor indefinitely and resist all atmospheric conditions, if bottles are kept properly closed.

Flavors—Assorted, Wild Cherry, Chocolate, Hoarhound, Lemon, Lime, Orange, Raspberry.

Packed in 5 lb. bottles, 1 doz. bottles per case, advertising matter included.

Samples and Quotations on request.

Manufactured by F. S. LOVE MANUFACTURING CO.
Mfg. Confectioners JOHNSTOWN, PA.

No. 400

No. 402

You Need These Silent Salesmen

YOUR sales will increase without any increase in your selling costs, your profits will grow out of all proportion to your investment and you will please your customers and save time for your clerks by equipping your store with

TRADE C/A MARK (C-LINE-A) Specialty Furniture

They save floor space and add 100% to the attractiveness of your store. Merchants everywhere find that these display and refreshment tables not only increase the sale of ice cream and candy, but also of miscellaneous merchandise displayed in them.

Write to-day for complete Catalog—prices and letters from merchants who are using the C/A Specialty Furniture.

THE CELINA SPECIALTY CO.

24 Anthony Street CELINA, OHIO

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Eyeglass Fitting

IN ALL ITS BRANCHES

TAUGHT AT

The Northern Illinois College of Ophthalmology.

WRITE FOR CATALOGUE.

Attendance and Correspondence Courses.

G. W. McFATRICH, M.D., President. Masonic Temple, CHICAGO, ILL.

JOCK MACTAVISH and two English friends went out on the loch on a fishing-trip, and it was agreed that the first man to catch a fish should later stand treat at the inn. As MacTavish was known to be the best fisherman thereabouts, his friends took considerable delight in assuring him that he had as good as lost already.

"An', d'ye ken," said Jock, in speaking of it afterward, "baith o' them had a guid bite, an' wis sae mean they wadna' pu' in."

"Then you lost?" asked the listener.

"Oh, no. I didna' pit ony bait on my hook."—*Argonaut.*

SITUATED in the heart of historic Boston directly opposite the Statehouse is the Commonwealth Hotel, Inc.

This hotel offers rooms with hot and cold water for $1.00 a day and up, and rooms with private baths for $1.50 and higher. The Commonwealth is a strictly temperance hotel and is fireproof in construction throughout. It provides an ideal stopping place for any one who is brought to Boston, either by business or through a desire to visit the many places of interest throughout the city. An interesting illustrated booklet is free for the asking.

THE only friends we can trust are the ones who never ask us to trust them.—*Life.*

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is *quite* different from any other food obtainable.

BENGER'S Food Reg. U.S. Pat. Off.

For Infants, Invalids, and Aged Persons

is regularly advertised to the U.S Medical Profession.

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

79 U.S.

"I AM afraid, madam, we have shown you all our stock; but we could procure more from our factory."

"Well, perhaps you'd better. You see, I want something of a neater pattern and quite small—just a little square for my bird-cage."—*Punch.*

"So you don't like living in the country? What do you miss most since moving out of town?"

"Trains."—*Philadelphia Ledger.*

TEN DAYS' free trial will convince you that the Daus Tip Top Duplicator, sold by the Felix A. C. Daus Duplicator Co., 111 John St., New York, is indeed a valuable help around a retail drug store.

With it, 100 copies from a penwritten, or 50 copies from a typewritten, original can be made. It offers an economical and efficient means for producing personal appeals to be sent to prospective customers. Turn to the company's ad and read about the free trial offer.

"WHY is there such a hot fight over the appointment of a postmaster in this little town?" asked the stranger. "The office doesn't pay anything much, does it?"

"That ain't it, mister," replied the native. "You see, most of us are particular as to who reads our postal cards."—*Cincinnati Enquirer.*

THE GUARANTY

of complete satisfaction or money refunded goes with every package of

PINEX

Behind you, when you make this guaranty to your customer, stands our

OLD, STRONG COMPANY

There is no quibbling nor side-stepping when a customer is to be satisfied. We refund the full retail price. No lost profits.

THE PINEX COMPANY,

FT. WAYNE, IND.

THE OLD FASHIONED REMEDY for COUGHS and COLDS

Packed in Individual 5 cent Cartons

Packed in Individual 5 cent Cartons

Y & S, SCUDDER AND M & R STICK LICORICE

Lozenges and Pellets in Glass Front Decorated Tins, M & R and Y & S Wafers in 5 cent Fancy Muslin Bags.

ALL WHOLESALERS — **Powdered Licorice Extract and Root.** — ALL WHOLESALERS

OLEO RESIN GINGER "BUSH"

Represents the entire active principles of the best types of Ginger root of great strength and pungeocy. A one per cent. alcoholic solution produces an extract which will conform to the requirements of the national pure food law and may be labeled EXTRACT OF GINGER.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., - - NEW YORK

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish,	144 Boxes 10c Fish Food.	$14.40.
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$10.00.
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$14.40.

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. F. O. B. Toledo, Ohio. Fish by Express.

J. J. WADE & CO. TOLEDO, OHIO.

POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents

Dept. S. 131 Hudson St., New York City.

"So YOUR daughter married that handsome young poet who stopped with you last summer, eh, Farmer Hayrick?"

"Yas. She married him."

"And she's going to be very happy, of course?"

"Wall, I dunno. Mandy's got a powerful appetite."—*Judge.*

"FROM POTIONS TO PROFITS."—This is the title of a series of handsome leaflets in four colors, which the Wilmarth Show Case Co., Grand Rapids, Mich., is sending out to the drug stores, incidentally demonstrating the urgency of the modern drug-store equipment. It is a capital piece of advertising—with the advertising feature not too offensively in evidence—and conveys some interesting historical information. Number one of the series of six has just come to hand. The pharmacist who really desires to reach the "profits" stage will find some food for thought in Sales Manager Morris's epigrammatic conclusions. A seasonable hint to BULLETIN readers is to make sure they are on the Wilmarth mailing list by asking for the series right now. It is worth preserving.

"BUT your fiancé has such a small salary, how are you going to live?"

"Oh, we're going to economize. We're going to do without such a lot of things that Jack needs!"—*Brooklyn Citizen.*

A FORMER one-cow dairyman was notified by the board of health that his license had expired. He sat down and answered:

"Dear Sir—The cow beat you to it; she expired first."— *De Laval Monthly.*

POST CARDS
LOCAL VIEWS MADE TO ORDER.

BLUE DELFT (2 colors) $5.00 the 1000 Send for Samples

HAND COLORED $6.75 the 1000 True to Nature

THE NATIONAL COLORTYPE CO., NEWPORT, KY.

RIPANS For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. $0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or $6 lots assorted. 5 per cent. discount.

TRADE RIPANS TABULES MARK

THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

HIGGINS'
Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.
CHAS. M. HIGGINS & CO., Mfrs.
Branches. Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

GLYCO-THYMOLINE
Trade Mark
THREE SIZES—One Pound
Six Ounce (Sprinkler Top)
Three Ounce
Retail Price, $1.00—50c.—25c.
KRESS & OWEN COMPANY
361-363 Pearl St., New York

"LADY," said the pilot of the club members who had assisted Horatio Hangover to get home, "here is your husband."

"But why," she ejaculated as she opened the door, "why did you bring him up the back way?"

The pilot answered: "Because there's a sign out there that says, 'Deliver All Packages in the Rear.'"—*Detroit News.*

A CLEVER DEVICE providing exercise and amusement for that household pet, the family cat, is furnished by the Catnip Ball sold by Dr. A. C. Daniels, Inc., Boston, Mass. It is an amusing toy, packed in a box of catnip herb, designed to keep cats in a healthy condition. Customers will be delighted with its usefulness. Catnip Balls are sold by jobbers or they can be purchased direct.

"BUT I will always be a brother to you," he murmured.

"If I had any use for a brother," she replied sweetly, "I could reach under the sofa and get one right now."—*Boston Post.*

"WHAT'S most liable to get broke about your automobile?"

"The owner," replied Mr. Chuggins.—*Washington Star.*

SOME time ago the keeper of a museum was engaged in placing some new curios that had just arrived from Egypt, when he noticed a perplexed look on the face of his attendant.

"What's the matter, Smith? Anything you don't understand?"

"Yes," answered Smith. "Here is a papyrus on which the characters are so badly traced that they are indecipherable. How shall I class it?"

"Let me see," returned the keeper, examining the curio. "Just call it a doctor's prescription in the time of Pharaoh."—*Philadelphia Telegraph.*

EVERY TIME you sell a preparation for sore or tired feet, there is offered the opportunity of calling the customer's attention to the many advantages of the Perfection Air Cell Arch Cushions distributed by the Elastic Tip Company, 370 Atlantic Ave., Boston, Mass. Perfection cushions aid in correcting fallen arches and at the same time give to the feet the comfortable springy feeling so greatly appreciated by those whose work requires them to stand constantly.

Write the company for further particulars and trade prices on this popular fifty-cent seller.

WOMEN wear so much false hair nowadays that it is extremely difficult to tell which is switch.

CIRCULAR OF LARGER SIZES UPON REQUEST

DON'T JUDGE BY THE PRICE

The high prices charged for the majority of office appliances may lead some people to doubt the value of the

DAUS' IMPROVED TIP TOP DUPLICATOR

on account of its low price ($5.00), but the fact that it is used and endorsed by the **N. Y. Central Railroad, U. S. Steel Corporation, Westinghouse Electric Co.,** etc., proves that the work done must be first-class. High-class endorsements are strong arguments, but we do not depend upon them to sell our Daus' Tip Top, preferring to have you try it yourself, before buying, by taking advantage of our offer of

10 Days' Trial Without Deposit.

Each machine contains a continuous roll of our new **"Dausco" Oiled Parchment Back** duplicating surface which may be used over and over again. Five different colors can be duplicated at once. No printers' ink or expensive supplies required. 100 copies from pen-written and 50 copies from typewritten original

Complete Duplicator, cap size (prints 8¾ x 13 inches). Price, $7.50, less special discount of 33⅓ per cent, net. **$5.00**

FELIX A. C. DAUS DUPLICATOR CO., Daus Building, 111 John St., New York.

Price Announcement to Retail Pharmacists.

The Price of DIGALEN is now 90 cents per vial.

PANTOPON 'Roche'
SEDOBROL 'Roche'
THIOCOL 'Roche'
LAROSAN 'Roche'

HAVE NOT ADVANCED IN PRICE

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

"My husband is particularly liable to seasickness, captain," remarked a lady passenger. "Could you tell him what to do in case of an attack?"

"'Tain't necessary, ma'am," replied the captain. "He'll do it."—*Tit-Bits.*

The $1.00 size of Eckman's Alterative costs $8.00 per dozen and the $2.00 size costs $16.00. The Eckman Mfg. Co. of Philadelphia is giving a considerable impetus to its product by an extensive advertising campaign which it is conducting in many leading publications throughout the country.

Your jobber handles it.

"Why doesn't the policeman pay his fare?" inquired the old gentleman on the twopenny tram, observing that no money passed between the constable and the conductor.

"Well, you know, sir," explained the conductor, "you can't get twopence out of a copper."—*Tid-Bits.*

The principal character in the following dialogue was not engaged in flirtation, but merely requisitioning a few novels:

Young lady (reading from list): "Engaged to be Married?"

Librarian (referring to shelf): "No, madam."

Lady: "Thou Art the Man?"

Librarian: "Yes, madam."

Lady: "Thank you. 'Two Kisses?'"

Librarian: "Out, madam."

Lady: "After Dark?"

Librarian: "Yes, madam."

Lady: "Thanks. 'Love Me Forever?'"

Librarian: "No. 'Wooed and Married?'"

Lady: "No, thank you. 'Under Love's Rule?'"

Librarian: "No, madam."

Lady: "'Good-bye, Sweetheart?' Thank you very much."—*The Books of Today and Tomorrow.*

The homely girl tastes just as sweet as the pretty girl when you are in the dark.—*The Tatler.*

WANT ADVERTISEMENTS

**STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.**

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—Nyal store in Indiana town of 800; $2500. Owned by only physician in town. Wishes to devote time to practice. Business well established. Modern store. Particulars in full on request. This is a snap. Snyder Drug Co., Troy, Ind. 2

WANTED.—Situation in first-class drug store. Am 35 years of age; 17 years' first-class experience (English and Canadian). A No. 1 salesman and dispenser. Total abstainer and good references. Address R. J. F., care BULLETIN OF PHARMACY. 2

FOR SALE.—Nyal store in northwest Iowa. Population 800. Invoice about $4500; 5 per cent for cash. Address Nyal, care BULLETIN OF PHARMACY. 2

FOR SALE.—Two Airedale puppies, females, ready for shipment March 1st. Pedigrees furnished. Will sell both or separate; will also have pups registered. For further information address Jas. A. Spens Pharmacy, Alpena, Mich. 2

WANTED.—Position in drug store. Am a graduate in pharmacy, capable and reliable; not registered. Have best of references. Address A. C. K., care BULLETIN OF PHARMACY. 2

WANTED.—Position by registered pharmacist, preferably in Detroit. Speak Hungarian. Fully experienced. Address "J. A. G.," care BULLETIN OF PHARMACY. 2

FOR SALE.—One-fourth interest in two good suburban drug stores in good Southern city. Nyal, Eastman, and Curtis agencies. Established trade; clean stock. Invoice about $12,000. Annual sales about $25,000. Will sacrifice for $2250. Address Sacrifice, care BULLETIN OF PHARMACY. 2

WANTED.—Position by a drug clerk. New Mexico or Arizona preferred. Strictly sober and reliable. Can furnish references. Address O. S., care BULLETIN OF PHARMACY. 2

FOR SALE.—Lilly's collection of crude drugs, 172 specimens. Used but short time. In first-class condition. Price $8.00. James B. Wood, Sheridan, Mich. 2

WANTED.—Young lady would like permanent position in first-class drug store. Thoroughly experienced, but not registered. Please state salary and hours. Address M. F. K., care BULLETIN OF PHARMACY. 2

WANTED.—To communicate with well-established drug manufacturer or sundry house in regard to representing them in western Pennsylvania or other good territory. Address "S," care BULLETIN OF PHARMACY. 2

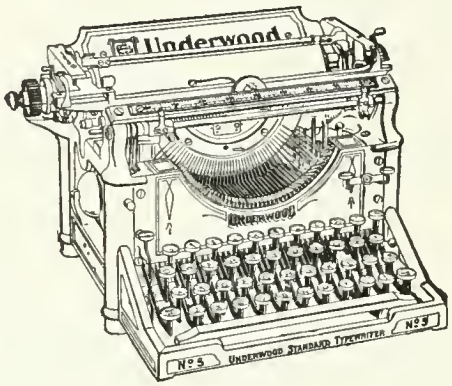
WANTED.—Position by registered pharmacist, preferably in Detroit. Speaks Hungarian. Fully experienced. Address "J. A. G.," care BULLETIN OF PHARMACY. 1

WANTED.—To hear from owner of good drug store for sale Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

The Story of Typewriter Supremacy is the History of the

UNDERWOOD



Winner in all Contests for

Speed,—Accuracy,—Stability

Proved by all International Typewriter Records

UNDERWOOD

"The Machine You Will Eventually Buy"

"What line of elixirs shall I carry?"

Put this question to yourself sharply—it is of vital consequence to every druggist who wants to add to the prestige and profit of his prescription department.

And be sure that the line of your selection has these cardinal qualities:

Therapeutic efficacy.
Fidelity to label.
Rigid standardization.
Palatability.
Stability.

You get these essentials—every one of them—in the elixirs of our manufacture.

We devoted years of study and experimentation to the perfection of our elixirs. Result, a group of products that we honestly believe to be unequaled by any similar line in the world.

◆ ◆ ◆

Our elixirs are everywhere in demand by physicians. They are always acceptable on unspecified prescriptions. Carry them in liberal assortment. They will bring you business.

Home Offices and Laboratories, Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

MYSTIC CREAM

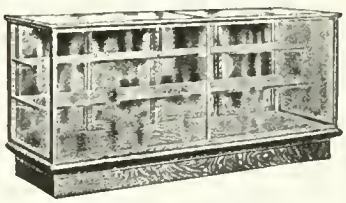
(Trade Mark Registered 1905.)

The cream that's "different."

A Wonderful Seller for Chapped Hands.

Best repeater on the market. Samples for distribution free and "every sample sells a jar." Write for Price List and Sample. 100% profit in gross lots. Retails for 25c. and 50c.

OGDEN'S PHARMACY, Middletown, N. Y.



This Case Boosts Drug Sales

Ideal display is secured by showing merchandise in this Case No. 1406. Write us for prices and our complete catalogues.

JOSEPH KNITTEL SHOW CASE CO.
327 3rd and Broadway, - - QUINCY, ILL.

Our 900 Page ILLUSTRATED CATALOGUE

Is a compendium of valuable information that you should have. It contains also

SIDE LINES

That will bring you additional profit without any extra expense.

If you are at all interested in the substantial Profits that our line of high-grade goods is building for other druggists, we will gladly send it to you Free.

Let us explain about our lines and their Business Building worth to you.

THE OSKAMP-NOLTING CO.
CINCINNATI, - - - - OHIO.
Please mention BULLETIN OF PHARMACY.

GLASS BOTTLES AND JARS.

Imperial Glass Co.
Charleroi, Pa.

Let us quote you prices. Write our nearest office.

New York. Philadelphia. Pittsburg. Detroit.

GRAPE CAPSULE COMPANY
MAKERS OF SOFT GELATIN CAPSULES
Sell for CASH ONLY at prices which eliminate salesmen and all credit expenses
Write for Price List to-day
GRAPE CAPSULE COMPANY
108 Fulton Street, - - - New York

ESTABLISHED 1857
THE "WALKEASY" ARTIFICIAL LEG
MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

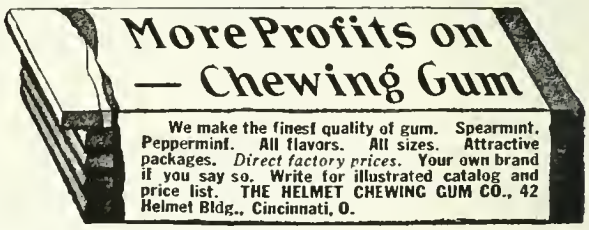
Catnip Ball For Sale Everywhere.

Trade Mark Pat. Reg. U.S. Pat. Off.

AMUSING and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at any Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.
Horse, Dog and Cat Remedies.

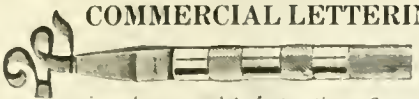

More Profits on
— Chewing Gum
We make the finest quality of gum. Spearmint, Peppermint. All flavors. All sizes. Attractive packages. Direct factory prices. Your own brand if you say so. Write for illustrated catalog and price list. THE HELMET CHEWING GUM CO., 42 Helmet Bldg., Cincinnati, O.

"But, Captain Hawley," said the handsome Miss Plute coquettishly, "will you love me when I grow old and ugly?"

"My dear Miss Plute," answered the captain gallantly, "you may grow older, but you will never grow uglier."

And he wondered why their friendship ceased so suddenly.—*Philadelphia Record.*

"De man dat chases rainbows," said Uncle Eben, "generally finds dat he has failed to ketch up wif any of de colors 'cepting de blues."—*Washington Star.*



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. **It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card in colors, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. **Practical Compendium of Commercial Pen Lettering and Designs,** new and enlarged, 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

Specify MERCK'S

on your orders

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness.
It provides a clean check for the customer—no more sticky and slimy checks.
Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

"What occupation have you here in Baltimore?" asked His Honor.

"Well, jedge," said the darky, "I ain't doin' much at present—jest circulatin' round, suh."

His Honor turned to the clerk of the court and said:

"Please enter the fact that this gentleman has been retired from circulation for sixty days."—*Green Bag.*

Theodore Dreiser, the novelist, was talking of criticism.

"I like pointed criticism," he said, "criticism such as I heard in the lobby of a theater the other night at the end of the play.

"The critic was an old gentleman. His criticism, which was for his wife's ears alone, consisted of these words:

"'Well, you would come!'"—*Kansas City Times.*

"What is in the mail from daughter?" asked mother, eagerly.

"A thousand kisses," answered father, grimly, "and sixteen handkerchiefs, two waists, and four batches of ribbons for you to wash and mend."—*Kansas City Journal.*

HANFORD'S
Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

Sal Hepatica

$2.00 $4.00 $8.00 Per Doz

Gastrogen Tablets

$4.00 $24.00 Per Doz

Clinton Cascara Active

$2.00 $10.20 Per Doz.

All Jobbers

Bristol-Myers Co. New York

PEERLESS BRAND

CORKS

Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

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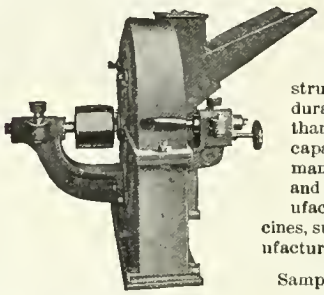

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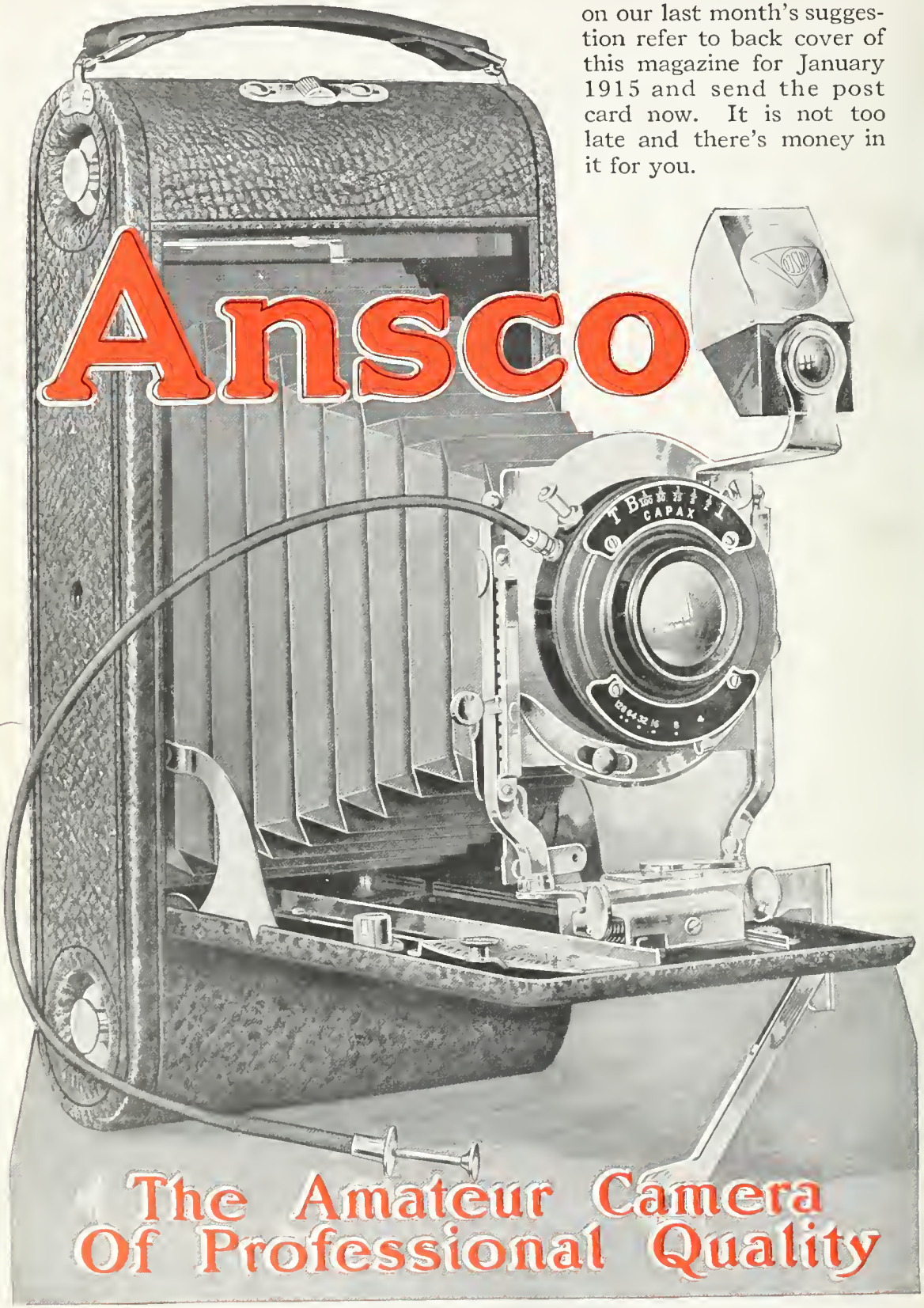

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